

19, 1931

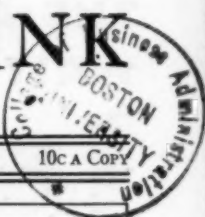
\$ \$

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
186 Madison Avenue, New York City

VOL. CLIV, No. 9 NEW YORK, FEBRUARY 26, 1931

10c A COPY



YOUNGER BROTHER OF THE PEN

WHEN BEN FRANKLIN, in 1783, dipped his quill in a mixture of water, gall and lamp black and scribbled, "The pen is mightier than the sword," and Lord Byron a little later followed suit with, "A drop of ink makes millions think," each, in his own way, wrote an excellent brief for advertising.

The Joseph Dixon Crucible Company is one of America's earliest converts to the power of the printed word. For forty-three years this house and that of Dixon have maintained an unbroken alliance for the spreading of information about Dixon's graphite products. Today the major effort is being spent on Dixon's Ticonderoga, a five-cent pencil for general use, and Dixon's Eldorado—"the master drawing pencil."

Ethan Allen's capture of Fort Ticonderoga was a sparkling instance of victory for the sword. Dixon's Ticonderoga—the pencil—younger brother of the pen—is winning peaceful entry into hundreds of thousands of schools, homes and business houses. With Dixon's Eldorado—draftsmen, engineers and artists are projecting visions, which other artisans are turning into amazing works of use and beauty.



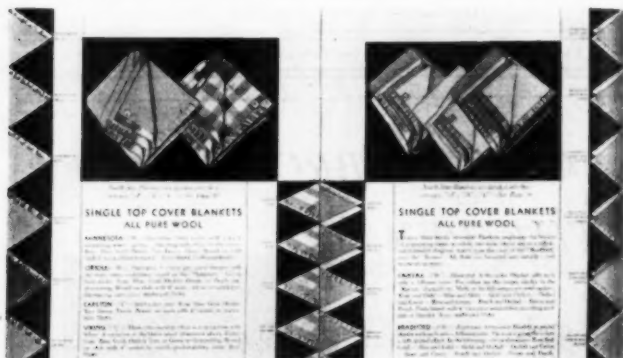
N. W. AYER & SON, INC.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA NEW YORK BOSTON
CHICAGO SAN FRANCISCO DETROIT LONDON

\$ \$

THE AMERICAN PRINTER WRITES AN AD FOR US



Reviewing Specimens of Model Printing

in their issue of January 1931:

“NORTH STAR WOOLEN MILL CO., Minneapolis. Cata-

“log of North Star Blankets is a beautiful piece of work.

“The four-color process cover printed inside silver

“border is very effective, as are the interior illustrations

“showing colorful blankets against black backgrounds.

“The pages displaying the marginal illustrations are fine.

“Altogether this is a most excellent piece of printing

“and design.”

We are proud to quote such comment on this Interrupting Idea because it examples the fact that Federal service is complete in its attention to all supplemental advertising—direct mail, trade paper, window display, whatever may contribute to the success of the advertising investment.

FEDERAL

ADVERTISING AGENCY INC. 6 E. 39TH ST. N. Y.

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLIV

NEW YORK, FEBRUARY 26, 1931

No. 9

Helping Salesmen to Recapture Lost Business

There Are Seven Basic Reasons Why Accounts Are Lost

By B. J. Williams

Vice-President and General Manager, Vitrefrax Corporation

WE are all familiar with the old saw that the first essential in cooking a rabbit is to "catch the rabbit." Likewise the first essential in bringing back a lost customer is to know he is lost. And except in lines where accounts are large and comparatively few in number, this is about as difficult as bringing them back and especially is this true if one depends on the salesmen to report promptly those that have strayed away.

I have known a lot of salesmen but I have known very few who would tell their sales managers face to face or write in that they had lost an account, outlining all the circumstances involved, unless it was a large and important account where an absence of orders would be noticed immediately.

Long ago I reached the conclusion that there were two outstanding reasons for this attitude on the part of salesmen. First, every worth-while salesman is and must be an optimist and confidently believes that he can get the account back before it is missed at headquarters, and second,—and this in my opinion represents a large majority of cases—when he reports the loss of a customer to his sales manager he is "razed" to a fare you well.

I always have made it a rule never to scold or find fault with a salesman for losing an account except when it is the result of sheer carelessness and neglect, or because

of absolutely crooked dealing. In recent years even in such cases I have learned to be patient and not scold, getting the message across in some more effective manner. In this way I not only learn promptly in many, if not most cases, of the loss of an account but *why* it was lost and all the circumstances surrounding the case, so far as the salesman may have been able to ascertain them.

Even where salesmen may usually be depended on to report lost accounts, it is well for the sales manager to have some other and closer check through the accounting or statistical departments. In some organizations the sales department is given, at the end of each month, a list of accounts "balanced" during that period. This works out fairly well in lines of business where purchases are a matter of daily or weekly occurrence but does not meet the situation so well where purchases are made less frequently and without any degree of regularity.

In our organization, there is placed on the sales manager's desk at the end of each quarter a complete list of customers who have placed no orders during that period. The status of each individual account is then canvassed with the salesman concerned if he is nearby, or the list is sent him for a written report on each customer if at a distance from headquarters.

Now that we know a customer is lost, how shall we get him

back? There are as many ways of doing this as there are reasons for losing him. In other words, there are as many remedies as there are diseases and who is so foolish as to prescribe a remedy without first attempting to make an intelligent diagnosis of the case?

Among the reasons for losing accounts, as I have observed them in my experience, are the following and in about the order named:

1. Lack of regular calls at fixed intervals and such close personal attention on the part of the salesman to the needs of the customer in the matter of deliveries and service in other ways as will indicate that his business is valued and appreciated.

2. Credit reasons.

3. Personality and characteristics of the salesman.

4. Quality of the merchandise furnished and a weakness in the policy of the company from the standpoint of fair dealing, dependability, etc.

5. Failure on the part of the company to keep abreast of the times and competition in its advertising, its general merchandising policies, in keeping its products up to the most advanced standards in point of quality, variety and attractiveness of package and in assisting its customers through its representatives and otherwise to a better knowledge of its products and their uses and where and how to sell them.

6. Lack of occasional contact with the customer on the part of someone higher in authority than the salesman.

7. Prices and price policies.

Taking up customers lost for the various reasons enumerated above:

(1) I recall years ago losing a number of customers in San Francisco. Personal investigation disclosed the fact that the salesman was not calling on all of the trade regularly. His calls were infrequent and irregular, with many on the outskirts contacted only by phone. I put the matter up to the salesman quite vigorously but he had formed the habit of spending his afternoons watching the ladies promenading up and down Market Street.

Within sixty days I replaced him with a friendly, dependable fellow having good sales ability who called on every account regularly and systematically and at a fixed time as to day and almost as to hour—result, in a short time

we recovered all the lost customers.

At another time, a number of customers strayed away, as I discovered, because our delivery service was not satisfactory—it did not meet their needs nor was it equal to that furnished by competitors. A careful study of the situation and personal conference with the trade in the territory involved resulted in a readjustment of the delivery service with all the lost customers back on our books immediately thereafter.

Again, we lost some customers and some business because phone contact could not be made with our office prior to our regular opening hour, 8:30 A.M. This was promptly worked out and back they came.

Following the slump in the post war period when tremendous inventory losses made "turnover" a fetish, to hold our customers and to regain some who had wandered off, we found it necessary to call on the trade more frequently, which we did by shortening territories and increasing the number of salesmen.

(2) Sometimes customers are lost for credit reasons. The salesman (if he also does the collecting) is more interested in getting orders than he is the money, with the result that an account is run up that exhausts the customer's line of credit and matters reach a crisis.

There is only one thing to do, viz., to straighten this man out from a credit angle. The first move is to have a heart-to-heart talk with the salesman, who is instructed in how and what to do and why. If he is not equal to the emergency, the customer is invited to call at the office to talk things over with the credit manager, or the credit manager calls on him and discusses the matter in a friendly manner.

I have in mind one credit manager who recovers more "lost accounts" than any three salesmen in the organization. He is a man of mature years, wide experience, sound judgment and friendly disposition. When he has had an hour's talk with a financially in-

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ONE GOOD DIG DESERVES ANOTHER

JACK flings off the honest sweat on his brow, and takes another poke at the cute little clinker that's gumming the works. "Pop," he grunts, "this is aging me before my time. Thought any more about that oil-burner?"

When a youngster decides to put the skids under something, his methods are both subtle and direct. He knows infinite variations on the "bird," the razz-berry, the Bronx cheer. He can slice baloney thinner than a

pink-tea sandwich. He knows the weak spots in the sales resistance of his family. And he can muster an amazing number of persuasive facts about modern merchandise.

Whatever you make, it pays to seek his support. Youth is an educational opportunity; advertising is an educational job. You're making a profitable investment in the future when you cultivate his good-will. But *right now*, he may decide to make a whirlwind investigation of products in your field, and begin to lay his plans for some concentrated selling in the family buying council.

Over 700,000 like him read THE AMERICAN BOY. 85% are of high-school age or older. Take your message to them in a straight line—in the columns of the one magazine they call their own. Forms for the May issue close March 10th.



The YOUTH'S COMPANION Founded 1827
American Boy
★ Detroit Michigan

volved customer, unless the latter is a confirmed crook, in most cases he will have made of him a lifetime customer and friend for the company.

(3) The personalities and temperaments of men differ—frequently likable and capable men “clash” without apparent cause—they just don’t “fit” and where this is the case not much can be done about it. Certainly in such cases as I have in mind and of which I have seen hundreds, there is no use finding fault with the salesman. Where a customer is lost for this reason, the only alternative is to turn that particular customer over to another salesman, if conditions make this practicable, or to be reconciled to the loss of the business. Should a salesman have too many such cases, then, of course, serious consideration should be given to changing the representative on that territory, but where an account is lost under such conditions don’t, please don’t, further irritate and antagonize the customer by having that particular individual continue to solicit his business.

Asking the Salesman to Apologize

If, on the other hand, a salesman antagonizes and loses certain of his customers by his conduct or habits or methods—his acquired characteristics as distinguished from the natural before referred to—as misrepresentation, trickiness, undependability, etc.—then he should be taken to task and should be given an opportunity to square himself with the customer by calling on him and apologizing for what occurred. But if this cannot be done and the business regained after two or three calls, then the sales manager, himself, should personally take the matter in hand, especially if a question of ethics or sound business practice affecting the good name and reputation of the company be involved.

(4) Where a customer is lost because the quality of the merchandise furnished is not satisfactory or according to representation, or because the policy of the company is not sound and fair: This is a matter beyond the salesman

and, except as he may have overstated or misrepresented either or both, he should not be held responsible. Also, it is largely a waste of time to have him attempt to regain the account.

If the merchandise offered does not meet a customer’s need, or give satisfaction to his trade, then it is useless to solicit his business unless or until merchandise and policy are brought into line with his needs. This is so fundamental and so obvious that “a wayfaring man though a fool should not err therein” and yet hundreds of thousands, if not millions, of dollars are spent annually in attempting to force the sale of products in places and for uses for which they are not at all suitable.

I had brought to my notice recently an extended and expensive campaign to sell a product for use in a certain industry for which it was entirely unsuited and where it proved a colossal failure. What a sheer waste of money and effort it would be to attempt to regain these lost customers.

(5) The commercial history of every large city in America is filled with the names of concerns that were once enterprising, aggressive and outstanding but, not keeping abreast of the times and in step with progress, are now dead or dying.

Under present-day competitive conditions, only those survive who are keenly alert to the constantly changing demands of the public and who maintain a watchful vigilance to see that their products, not only measure up to the highest standards, but embody the latest improvements in quality, appearance and design.

Time was and not so many years ago when Western buyers—almost anywhere beyond the Missouri River—thought in terms of carloads and bought that way, too. Today, the manufacturer without facilities for local distribution is just out of luck and will find himself with an ever-increasing list of “lost” customers.

Now, if one of these unprogressive firms should discover that it had accumulated a long list of “lost” accounts, how shall they be

Thorough Trading Area Coverage Through One Newspaper!



How National Advertisers Invest Their Money in Milwaukee—

NATIONAL advertisers invested more than 68% of their total Milwaukee newspaper space appropriations in The Journal in 1930, and local advertisers invested 70%. An amount more than twice as great as in the other two Milwaukee papers combined!

This overwhelming preference for The Journal can be due only to this paper's ability to sell the greatest volume of merchandise in Milwaukee-Wisconsin at maximum profit. A fact so well established that more than four hundred national advertisers use The Journal exclusively to sell this market! For maximum net returns on your advertising investment here during 1931, concentrate in The Journal.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Read in More than Four out of Five Milwaukee Homes!

brought back? It seems to me the query answers itself. It is not a question of salesmanship in the ordinary sense but one of complete fundamental readjustment of policy and, speaking broadly, such lost accounts cannot be permanently regained until or unless this is done.

Accounts lost because the advertising of a certain product or line of products is inadequate in amount or deficient in punch will be difficult to recover except as there may be a change of policy in this regard. Or there may be a working basis for a sound argument that the advertising done by the firm is greater in volume and more effective than the customer has realized, as would be amply demonstrated should he again get under the flag.

(6) I have seen many accounts changed from one firm to another simply because no one higher in authority than the salesman ever called on the customer. Obviously, to regain this customer he must be flattered.

I have in mind a little Englishman who has traded with a firm I know for thirty years or more, or dating back to a time when this company was only a little larger than his own modest establishment. His purchases have probably not averaged to exceed \$100 or \$200 per year. However, he has watched the growth and expansion of the company with the greatest possible pride and regards himself as having been an important factor in its success—and he was and is.

I think such interest and loyalty should be encouraged and appreciated. For years when he has gone to the big town he has made the company's office his headquarters. He does not demand or expect entertainment—except of a very minor character—perhaps a modest luncheon, but seems to find pleasure and satisfaction in the fact that he “belongs”—is a part of the institution and basks in the glory surrounding it.

One of the best accounts on the books of a certain manufacturer of my acquaintance was lost because the sales and district managers of a rival concern made it a point to drop in on the account

frequently. They did not talk shop to any particular extent or make any special effort to sell, and this was the more flattering to this good man because it placed him on a basis of equality with them. Small-town stuff you say. Quite so, but the business was not to be sneezed at—\$30,000 or \$40,000 a year. To recover such an account is not a matter of salesmanship but rather of generalship.

(7) I have left the matter of price to the last, because as I see it, in many respects it is the least important.

Of course, on standard, staple merchandise prices must be somewhere in line with legitimate competition. Otherwise, the customer will be at a disadvantage as against his competitor and in many cases the customer's customer will be handicapped. If there be actual superiority, this should be thoroughly explained and, if possible, demonstrated. Sometimes there are other factors that compensate for the difference in price, such as delivery, terms, or special service along other lines.

I recall an account lost temporarily because a competitor cut a price \$2 per ton on a certain product, making a difference of \$30 in the total cost of a carload. When the matter came to my notice I pointed out to the buyer that if he was going to buy on a price basis, we would have to change our plan of operations. As it was, our salesman spent a week each month in that particular territory working almost exclusively for the benefit of this particular dealer at a cost to us of approximately \$60. We got the account back and held it so long as they were in business.

While I regard price as a minor factor in the loss of customers, the price policies of a firm I regard as of the utmost importance. I am a firm believer in a definite schedule of prices rigidly adhered to. To operate on a shifty, vacillating price policy is unfair to all concerned—the customer, the salesman and the company itself.

It makes the customer lose confidence in the company and suspicious of any price quoted him. It

(Continued on page 113)

Feb.



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In New England's Second Largest Market



**The Journal and
Bulletin Carry
Home 81% of
the Advertising**

Of All Advertising in Providence Newspapers :

Journal-Bulletin carried.....	in 1929	in 1930
RETAIL.....Amusements	60.19%	68.22%
Department Stores.....	71.08%	75.93%
Financial	87.53%	91.51%
Furniture	83.02%	92.22%
Men's Furnishings.....	75.08%	82.51%
Miscellaneous Display.....	78.76%	81.19%
Banks	65.07%	75.29%
Boots and Shoes.....	85.05%	88.13%
Drug Stores.....	96.81%	94.66%
Foods	52.46%	66.26%
Jewelry	91.75%	94.44%
Women's Wear.....	83.45%	86.65%
Total Retail.....	71.77%	76.89%
General Advertising.....	77.66%	81.55%
Classified Advertising.....	95.09%	96.99%
TOTAL ADVERTISING.....	76.71%	81.05%

The Providence Journal

Morning and Sunday

The Evening Bulletin

Representatives

CHAS. H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago

Los Angeles San Francisco Seattle

Sale of New York "World" Pending

NO sale of a newspaper, in recent times, has stirred interest so much as pending negotiations for the sale of the *World* and *Evening World* of New York. Rumors that these properties, together with the *Sunday World*, were to be disposed of have been current for some time. Matters came to a head early this week when application was made before the Surrogate's Court by Herbert Ralph and Joseph Pulitzer for permission to dispose of the properties to the Scripps-Howard Newspapers.

Court sanction is sought by the Pulitzers to break the provisions of the will of their father, Joseph Pulitzer, which ordered that his heirs "preserve, perfect and perpetuate the *World*." The sons, at a hearing before the Surrogate, testified that the losses incurred by publication of the newspapers were imperiling the estate. Sale of the papers is asked in order that the assets of the trust established for the Pulitzer grandchildren, of which there are fifteen, may be preserved.

Judicial interpretation of the terms of the will was asked in connection with executing negotiations entered into with the Scripps-Howard Newspapers, of which Roy W. Howard is chairman of the board. The offer made, it is reported, is \$5,000,000. Plans, Mr. Howard testified, called for consolidation of the *Evening World* with the *Evening Telegram*, owned by Scripps-Howard, under the name of the *World-Telegram*. No plans were announced regarding the future of the *World* and *Sunday World*, though reports hint that these would be discontinued.

When application for authority to execute the sale was made before the Court, objection was raised by Max D. Steuer, on behalf of Paul Block, owner of the Paul Block chain of newspapers. This offer volunteered to better the Scripps-Howard bid by \$500,000. Decision was withheld by the Court awaiting the arrival of Mr. Block

from the West. As this issue of *PRINTERS' INK* goes to press, Mr. Block has put in a personal appearance before Surrogate Foley but no decision has been reached.

The situation is a dramatic one in journalism. Reports of earlier bids and new offers being made, tie up the historic Pulitzer property to prospective ownership of interests headed by Colonel Frank Knox, former general manager of the Hearst Newspapers, and John J. Raskob and William F. Kenny; Herbert Bayard Swope, former editor of the *World*, and William Randolph Hearst. A definite bid has been entered by employees of the *World*.

The *World* occupies a colorful place in American journalism as the result of the policy of Joseph Pulitzer whose conviction it was that the principal function of a newspaper was to "expose all fraud and sham," to "fight all public evils and abuses," and to "serve and battle for the people."

Enforcement of these principles was itself a sensation when Mr. Pulitzer took the *World* over from Jay Gould on May 10, 1883. It was founded in 1860 as a religious paper. Of Mr. Pulitzer it is said that he was a crusader and the *World* was his sword.

Mr. Pulitzer also was publisher of the *St. Louis Post-Dispatch*, of which his son Joseph now is president. Proposed sale of the Pulitzer properties in New York does not affect, in any way, the *Post-Dispatch*.

"Polo" Appoints N. Frederick Foote

Polo, New York, has appointed N. Frederick Foote & Associates, publishers' representatives, Boston and New York, as its advertising representatives in New York State and New England.

Real Silk Hosiery to Erwin, Wasey

The Real Silk Hosiery Mills, Indianapolis, have appointed the Chicago office of Erwin, Wasey & Company, Ltd., to direct their advertising account.

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ENTERPRISE!

The Detroit News has just bought America's first commercial autogiro in order that its news-gathering and picture-getting facilities be without peer.

Evidence of Detroit's interest in this purchase was dramatically demonstrated when more than 100,000 people appeared at the Municipal Airport to see its first flights on February 15.

This enterprise, one of a long series extending over a period of more than a half century, adds still more to News reader interest and confidence and explains why The News has maintained its position as the HOME newspaper all this time.

The News, by its enterprise, has become the one newspaper on which Detroit homes depend for the first in news and advertising.

The Detroit News

New York Office
I. A. KLEIN, Inc.

THE HOME NEWSPAPER

Chicago Office
J. E. LUTZ

Member 100,000 Group of American Cities

Camel Campaign Takes Its Cue from New Wrapper

AN eight-day newspaper campaign, using practically every English language daily in the United States and in most county-seat weekly papers, a campaign which, according to report, calls for an estimated expenditure of \$3,000,000, was started this week by the R. J. Reynolds Tobacco Company. The campaign will introduce a new sales talking point for Camel cigarettes, a Cellophane wrapper.

Three full-page and two half-page insertions will appear over the eight-day schedule. Copy does not mention the Cellophane wrapper by name but takes the form of a contest which asks "What significant change has recently been made in the wrapping of the Camel package containing twenty cigarettes and what are its advantages to the smoker?" A total of \$50,000 in prizes is offered as awards to the winning letters submitted. The contest idea has been adopted to announce the change in wrapper, to stimulate public interest and to promote that interest by actual handling of the product in its modernized dress. Employment of the wrapper comes as the result of a long period of laboratory study to ascertain the moisture-proof advantages of this new form wrapping.

This preliminary campaign will be followed by aggressive advertising in newspapers, magazines, broadcasting and outdoor display.

Judges in the contest will be Charles Dana Gibson, the artist; Ray Long, president of the International Magazine Company and editor of *Cosmopolitan*, and Roy Howard, chairman of the board of the Scripps-Howard Newspapers.

Erwin, Wasey & Company have been appointed to handle the newspaper and magazine advertising for Camel cigarettes. The broadcasting program of the Reynolds company is handled by N. W. Ayer & Son, Inc.

Plan New York Group of Financial Advertisers

Following a luncheon held at the Hotel Roosevelt, New York, this week, a committee has been appointed to organize a New York group of financial advertising men to be affiliated with the Financial Advertisers Association. O. G. Alexander, assistant vice-president of the Bank of Manhattan; George Dock, Jr., of Halsey, Stuart & Company, and George P. Thomas were chosen to draw up by-laws, nominate officers and report at a future organization meeting.

The luncheon was given by members of the Financial Advertisers Association in New York and vicinity for members in New York in connection with meetings of the trust section of the American Bankers Association.

Young & Rubicam to Open Chicago Office

Young & Rubicam, Inc., New York advertising agency, will open an office at Chicago on March 2. It will be located at 221 North La Salle Street.

Gordon Hoge, who has been with the agency since 1927 and who has been in charge of the radio department, has been elected a vice-president. He will have headquarters at the Chicago office. Hubbell Robinson, Jr., will succeed Mr. Hoge in the radio department.

Gillette Account to Maxon

Maxon, Inc., Detroit, has been appointed to handle the advertising of Gillette razors and blades, according to information received by *PRINTERS' INK* from Charles M. Pritzker, advertising manager of the Gillette Safety Razor Company, Boston. This appointment is in addition to that previously reported, which announced that the Maxon agency would handle the advertising of Probak and AutoStrop Valet advertising.

Heads Trade Commission's Advertising Inquiry Board

The Federal Trade Commission has designated E. J. Adams, of Oregon, as chairman of its special board of investigation, which deals with false and misleading advertising in newspapers and magazines.

The other members are William F. Davidson, of Maryland, and Clyde M. Hadley, of Seattle, Wash.

Ontario Biscuit Company to Bredemeier

The Ontario Biscuit Company, Buffalo, has appointed the Henry E. Bredemeier Advertising Agency, of that city, to direct its advertising account.

New Account to Ayer

The National Transit Pump & Machine Company, Oil City, Pa., has appointed N. W. Ayer & Son, Inc., to direct its advertising account.



*Count that day lost
Whose last descending sun,
To Jacksonville
Has seen no industry won!*

IT WAS the roster of 1930 which permits such a paraphrase on a well-known bit of verse—12 months—12 new industries.

No "drive" under way; no sweeping effort to mushroom a big industrial development. Simply the steadily increasing importance of Jacksonville as a pivotal point in Southeastern manufacturing and distribution.

And it is the "Southeast" (Florida and South Georgia) where "Florida's Foremost Newspaper" spreads a blanket-like 7-day morning circulation.

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.
New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco
Member of the 100,000 Group of American Cities



AT THE BIG PARTY

HERE is a picture of the big party. The Chicago Daily News gave for the homemakers of Chicago. Sorry you could not be with us . . . The sessions of the seventh annual

Cooking and Homemakers' School of The Daily News, just closed, were the most successful in its history . . . in attendance they set a new national mark for demonstrations of this nature . . . An attendance of nearly 90,000 women supported the eleven sessions of the school this year. More than 10,000 were turned away from the doors of the north and south side schools because the halls (the largest in those parts of the city) were not large enough to accommodate all who wished to attend.

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THE

CHICAGO
Home
Daily News
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Kaufman & Fabry Photo

big party eighteen thousand were present at the last evening session at
 gave for the Chicago Stadium (pictured above) the largest gathering of
 women in the history of Chicago. The Big Party . . . and the
 . . . The year around service program for the home behind it . . . are
 annual favorites with the Chicago housewives. One of the many factors
 that have made The Daily News Chicago's home newspaper.
 And one of the reasons why The Daily News in 1930 was
 the nation's leading newspaper medium in food advertising.

THE CHICAGO DAILY NEWS

CHICAGO'S HOME NEWSPAPER

ADVERTISING REPRESENTATIVES

CHICAGO
 Home Office
 Daily News Plaza
 Tel. Dearborn 1111

NEW YORK
 John B. Woodward,
 Inc.
 110 E. 42d St.
 Tel. Ashland 4-2770

DETROIT
 Joseph R. Scolaro
 3-241 General
 Motors Bldg.
 Tel. Empire 7610

SAN FRANCISCO
 C. Geo. Krogness
 303 Cracker
 1st Nat'l Bank Bldg.
 Tel. Douglas 7892

Member of The 100,000 Group of American Cities

Stake your bets on a gaining horse

Oklahoma, in 1930, was second among all states in increase of dry goods sales, being one of only four states to show any gain.*

Remember that Oklahoma is 65.7 % rural and the above will take on new importance.

This year, with better times a-broad, Southwestern farm folk will buy still more of everything—implements, food, cosmetics,—in fact all commodities that rural people use. You can sell them through advertising in The Oklahoma Farmer-Stockman. Its A.B.C. Circulation is 200,747.
*according to National Dry Goods Association.

THE  **OKLAHOMA**
FARMER-STOCKMAN
OKLAHOMA CITY OKLAHOMA

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7,600 Dealers Used This Co-operative Campaign

This Manufacturer Put More Pressure Behind 1930 Advertising and Reaped Dividends

As Told to C. B. Larrabee

By John L. Campbell

Sales Manager, C. F. Church Manufacturing Co.

AT the beginning of 1930 we found ourselves facing the necessity of making a momentous decision. Every business sign indicated a year of depression, and our experience in advertising did not go back to any previous heavy dip in the business curve. Furthermore, the soundest business predictions indicated that the field in which we were selling probably would be one of those most heavily affected by business recession.

First, we had to test our belief in advertising. There was, of course, a natural temptation to reduce our appropriation in the face of probable reduced income. However, our view of advertising and its functions led us to believe that such a temptation was based on illogical reasoning. We were familiar with the experiences of companies in other fields and knew that some of the most successful of these believed that a time of depression offered great promise to the advertiser who was willing to keep up the force of his advertising instead of slackening it off.

Knowing that business would be harder to get in 1930, we felt that more than ever, we needed the power of advertising. We felt that materially to reduce our appropriation would be not only unfair to ourselves, but also to our jobbers and dealers. Therefore, our decision was made definitely to keep up our advertising pressure, adding to it rather than detracting from it.

Along with this decision, we did as many other advertisers have done during the last year. We determined to get a full dollar's worth out of every dollar spent for advertising. This meant that not only would we scrutinize even

more carefully than ever before the effectiveness of our advertising appeal, but also that we would attempt to put even more pressure behind all forms of advertising so that they would work together more efficiently.

The second decision was more difficult to make. There was every indication that residence building would suffer seriously during 1930. This meant that our so-called new residence market would be limited far more than in the years immediately preceding.

The Importance of the Replacement Market

This meant in turn that while many thousands of new homes would be built in 1930, we should have to look for the bulk of our business in homes already built, that is, we should have to foster our replacement market. Therefore, although we did not overlook the new home market, the main direction of our drive for new sales was toward replacements.

That our philosophy was correct is indicated, I think, by its result. Last year, although the entire industry was off about 35 per cent and new residence building was off about 62 per cent, our sales held above the 1929 level until October and were off only about 8 per cent when the year's sales were totaled.

As a further indication of the correctness of our plan, I may point out that out of about 30,000 plumbers, whom we consider the logical outlets for Church seats, 7,600 entered into a co-operative advertising campaign which we created especially for them. From the beginning of its aggressive merchandising history, the company has firmly cast its lot with

the plumber. There are unquestionably tremendous possibilities in such outlets as the department store, the mail-order house, the drug store and other various outlets, but we have felt that if we can work with the plumber he is our logical outlet and that it is up to us to help him to be a better merchant and, therefore, to be of more benefit to us.

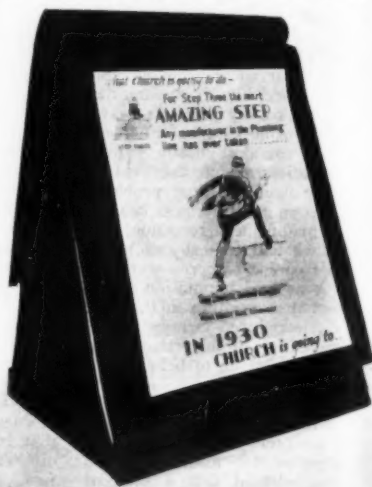
One of the most important advertisements that we have ever published appeared on May 17, 1930. This was a full page with the heading "On Guard—the Plumber" and with a picture which showed strikingly the plumber's function in society. No mention of our company was made except in the signature of this advertisement. That it was effective is shown by the many letters we have in our office from plumbers and from associations of plumbers. We also had many hundreds of demands for an enlarged copy of this advertisement and we know that hundreds of such copies are hanging in plumbing establishments throughout the country.

The rest of our national advertising was a logical outgrowth of the advertising that we had been doing in previous years modified, of course, by our conception of our 1930 sales problem in the replacement market. In 1930 we used eleven media, nine of them general and two of them reaching architects.

Obviously, this advertising would not reach its maximum effectiveness if it was not backed up at the point of sale. Therefore, we created four one-piece direct-mail campaigns which were presented to the plumber on two options. Under Option A we furnished the plumber each of the four campaigns, completely boxed, and he did the signing and mailing. Under Option B we imprinted the letters, folded

them, sealed them, addressed them and then sent them to the plumber, leaving only the stamping and mailing to him. For this service we charged \$2.45 per campaign, or \$9.80 for the four campaigns. About 25 per cent of the 7,600 plumbers who signed up availed themselves of Option B. Each campaign consisted of a mailing to 100 prospects.

The plumbers who used this ser-



Church Salesmen Used This Elaborate Portfolio to Help Explain the Co-operative Campaign to Jobbers' Sales Meetings

vice were known as our franchise retailers and received a franchise indicating that they were participating in the co-operative campaign. One of the stipulations that we made in presenting the campaigns to the plumbers was that any dealer using them should have a minimum of twelve Church seats in stock at the time of the first mailing. This did not mean that the plumbers had to purchase twelve new units, but merely that they had to bring their stock up to twelve units. As a result, we knew that when the opening gun was fired, 7,600 plumbers would have at least twelve Church seats in

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stock. In terms of new units sold, this meant that we placed an average of six seats with each plumber in order to fill out their stocks.

Because it is impossible for our sales force to call upon the 30,000 plumbers in the United States, we depended to a great extent on the jobber and his salesmen. This does not mean that our salesmen do not ever call on plumbers, because they make direct calls whenever they can get the time and the opportunity to do missionary work. However, the bulk of our effort has to be directed at the jobber.

Therefore, we prepared an elaborate portfolio in which our plan was presented at jobbers' sales meetings. We were successful, also, in some cases, in presenting our plan to meetings of retail plumbers.

Co-operation Stressed

In our portfolio we pointed out that, first of all, the success of any plan depends upon the co-operation of the manufacturer, the jobber and the retailer. We then outlined what we were doing with our national advertising. We showed how many people we were reaching all over the country and then broke our circulation down into States. This was done so that jobbers or dealers in a particular State could see just how many people would be reached by Church advertising. We then stressed the importance of co-operative merchandising and proved the effectiveness of our previous plans by showing a number of letters from typical plumbers who told us how successful they had been by using our co-operative plans.

We then pointed out that co-operation is a two-sided proposition and that our plans were so designed that they would not only help the plumber sell more Church seats, but also would feature his complete line of merchandise and service, including his repair department, the new equipment that he carried, and the potential alterations available. We then proceeded to outline the four mailing campaigns which were designated as step one.

Each of these consisted of a single letter. In the text of each letter we emphasized the replacement angle, pointing out to home owners the desirability of brightening up their homes and bringing them up to date. We suggested not only that they bring their bathrooms up to date by buying Church seats, but also that they make other purchases which would give them what amounted to really new bathrooms. In each letter was a paragraph emphasizing the fact that the plumber was not only a merchant of equipment, but was also ready to solve any plumbing problem that might come up.

Our first letter was six pages in length and the others four, and they were illustrated by color illustrations and on the inside of the fold carried the Church advertising message. Here, again, we emphasized the desirability of generally brightening up the house and how the plumber would fit in on any renovation plan.

Step two in our co-operative plan was the furnishing of window display cards. These were changed four times a year and the dealer was furnished not only a card, but an easel.

The third step in our plan was the advertisement featuring the plumber, which I have already described.

Sent on Jobbers' Letterhead

In presenting our plan to jobbers, we offered to send out, on the jobber's own letterheads, letters to all the plumbers on his list telling about our plan. We did the printing of the letters for the jobber and he addressed and mailed them. At the same time that these letters were sent out we sent a letter direct. I know that in a number of industries it is very difficult for the manufacturer to get a jobber's mailing list, but we did not encounter this difficulty because our letter to dealers not only explained our franchise plan, but emphasized the fact that the dealer must look to his wholesaler as the important factor in any merchandising plan. We pointed out that it was the wholesaler who would explain our

franchise plan and would give any help necessary in carrying it out.

Further, we furnished to each wholesale salesman a portfolio in the form of a sixteen-page broadside. This portfolio was a miniature presentation and covered much of the same ground as covered in our larger portfolio except that it directed the story to the dealer, rather than to the wholesaler.

To clinch our story to the jobbers we gave a table showing the number of worth-while plumbers in each State, and the number of plumbers who co-operated with us in 1929 in each State. We then reduced this to percentage figures so that the jobber could see conditions in his own State. We then took one typical incident and showed what could be done if the jobber would really work with us.

We took a jobber in New Haven, Conn., as our example. Before co-operating heavily with us, he was selling five out of nineteen of the worth-while plumbers in New Haven, a 26.3 percentage figure using our plan. In the State of Connecticut there were 212 worth-while plumbers of which 112 were using our plan. This jobber was selling to fifty-nine of these plumbers, a percentage figure of 52.6. After making a definite drive, according to our ideas, this jobber was selling our co-operative plan idea to eighteen out of the nineteen plumbers in New Haven, or 94.7 per cent. For the whole State he had lifted his per cent from 52.6 to 64.6 or a total of 98 of the worth-while plumbers.

This, we feel, is pretty direct evidence of what can be done when a jobber really gets behind our plans. Of course, the fact that a plumber is using the co-operative plan in itself does not mean increased sales, but we know from figures which we have gathered from all over the country, that as soon as a plumber uses our plan, he does get increased sales, not only for our products but also for his other products and services. As a matter of fact, he cannot avoid increased sales if he sends any kind of a carefully prepared advertising message into the homes of prospects at periodic intervals.

Our presentation, plus the experiences which our jobbers have had, resulted in very satisfactory co-operation from the jobbing trade. This is indicated by the number of plumbers who were sold the co-operative campaigns, and also from the sales figures at the end of the year which, although they were off 8 per cent from the previous year, showed nowhere near the dip that might have been expected.

After our experience of last year we are more than ever firmly convinced of the value of advertising and, particularly, of the necessity for a co-operative plan which will bring all the units in the chain of distribution into a drive behind the plan. If our whole advertising effort had not been laid out on a definite plan, and if every bit of our advertising had not been directed toward furthering that plan, we would have had a bad scattering of our efforts and would not have been getting our money's worth out of any of our advertising investments.

We do not attempt to give any formula for advertising success. However, were we asked to give one we should at least point out that the necessary ingredients in the preparation of such a formula are, first, a definite theme, next, a co-operative plan which will co-ordinate manufacturer, wholesaler and retailer, and, third, the preparation of advertising material which will plug everlastingly at the main theme of the campaign and will not overlook a single bet anywhere along the line.

Radio Science Publications Appoint P. J. Wickham

Paul J. Wickham has joined the Radio Science Publications, Inc., New York, publisher of *Radio News*, *Screen Book*, *Science and Invention* and *Amazing Stories*, as advertising director. He was formerly for fifteen years with *Cosmopolitan*.

W. R. Daniels, Director C. C. Winningham

William R. Daniels, comptroller of C. C. Winningham, Inc., Detroit advertising agency, has been appointed a director. He has been with the Winningham agency for the last eleven years.

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You CAN'T Cover Chicago Without It



As the second largest metropolitan market in the country Chicago is a crucial factor in every national advertising and selling operation. It is sound financially and its buying readiness and tremendous capacity for products of every sort has been too long known for argument.

No national advertiser is forgetful of Chicago's market importance, but some are far from the right track to maximum sales efficiency in Chicago. Because we can prove it we declare that any advertiser who is not using the Chicago Evening American "full schedule" is not covering Chicago by a wide and costly margin.

For the Chicago Evening American leads its field by over 100,000 copies daily—reaches over 50 per cent of Chicago's families at home—reaches 17.1 per cent more readers and more families than any other Chicago evening newspaper—is the key to Chicago sales impossible to get without it, and too great for any advertiser to ignore.

(In 1930 the Chicago Evening American's daily average circulation was 342,607—over 100,000 greater than that of the second evening newspaper.)

CHICAGO
EVENING

AMERICAN

a good newspaper now in its TENTH YEAR of circulation leadership in Chicago's evening field

National Representatives: RODNEY E. BOONE ORGANIZATION

In 1891

THE BROADWAY-THIRD AVENUE, NEW YORK, N. Y.

WE ARE SHOWING A LINE OF

Cut and Etched Glass

The Proper Gift Is a Set of

CHARLES HAYES

25 and 27 1/2 West 42nd St.

Also the story of a Christmas Present "Scarville's" Gift

Puff But

Poussin's Golden Compliment Poem

TRIOQUIMIA REMEDY

THE GOOD WIFE

THE TAILOR

Always Look Young SECRET BALM

Cleveland's
BAKING POWDER.

Only weighed quantities are required—not heaping spoonfuls.



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It was back in the "gay nineties" . . . dear, dead days of rubber collars and mustache cups, bustles and boas, mutton leg sleeves and mutton chop whiskers . . . when advertisers in Indianapolis first discovered their advertising was most productive when placed in *The News*. In 1895—as far back as comparative records go—more space was being placed in *The News* than in any other Indianapolis newspaper.

Down the years since 1895 . . . with their ever-quicken- ing tempo of industrial and commercial development . . . this lineage leadership has continued unbroken. For 36 consecutive years, readers have depended upon *The News* for authoritative buying information. Today, reading and responding to *News* advertising is, with them, a matter of *habit*. For 36 consecutive years advertisers have preferred *The News* . . . because it has *consistently* brought greatest returns for every advertising dollar spent.

In 1931, this time-tested power of productivity will eliminate advertising waste and produce greater profits for advertisers who *concentrate* in such habitually resultful newspapers as *The News* in Indianapolis.



Member of the 100,000 Group of American Cities

THE
INDIANAPOLIS NEWS
1st in Indianapolis for 36 consecutive years

New York: DAN A. CARROLL
110 East 42nd Street

DON U. BRIDGE
Advertising Director

Chicago: J. E. LUTZ
Lake Michigan Bldg.

A & P. Stores in A. Detroit are now using space in The Free Press regularly.



AND the Kroger campaign on the Kroger Food Foundation is appearing exclusively as pages in rotogravure in the Sunday Free Press.



AFTER all, given a good advertising about good merchandise in a good medium, the inevitable consequence is business of a highly satisfactory nature.

THERE is no substitute for pocketbooks in the purchase of distribution for an advertisement.



THIS newspaper offers the only morning contact with the buying power of the Detroit market. As such, its value is both unusual and unique.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

"Reasons Why" Emotional Copy Still Pays

Can Customers Be "Reasoned" into Jade, Coral and Turquoise Bathroom Accessories?

By James Wallen

Of the Robert Hamilton Corporation (Advertising Agency)

MICHAEL MONAHAN once buried a beloved magazine in the cemetery of successful failures. A few months after the obsequies, he launched another side-pocket periodical with the explanation, "I discontinued the 'Papyrus' for want of funds, and am starting the 'Phoenix' for the same reason."

Most human enterprises are predicated on this happy brand of reasoning.

Roannez said: "Reasons come afterward but at first a thing pleases or shocks me without knowing the reason."

Reasons are usually post-mortem. Hindsight is clearer than foresight. Women buy the things they "just love" and men purchase the things they cannot resist even if they do put up a stubborn battle on occasion. The purchase, predicated on sheer reason, uninfluenced by feeling is as non-existent as the breath of an angel.

When Old Boy Depression wraps his damp blanket about the natural predisposition of our people to spend, they clamor for lower prices with the emotional fervor erstwhile employed in demanding more and better things because they still desire them. There is no spirit of abnegation or resignation in the American scheme. When prosperity returns, she will ride in on the emotional wave celebrated by Browning in his line, "God's in His heaven: all's right with the world."

With elation, comes elasticity of purchasing.

In his bubbling play, "The Silver Fox," Cosmo Hamilton inferred that the Darwin theory or its protracted operation keeps the shops

"Reason Why" Is Rex Beached on the Shores of Boyland in This Advertisement

open. Emulation and adulation are the steps in the social staircase in farmhouse and city double-decker. Common carriers may or may not be as efficient as motor cars, but people have not bought transportation when they acquire automobiles—they secure lovely showcases on wheels.

Our recent Pentecost of commercial calamity was not soul-shocking enough to change the normal characteristics of our people—at least

the normal spenders—give them an inch of prosperity and they will take a mile of spending. Aspiration sleeps but never dies on the North American scene, as truthfully portrayed in the advertising pages.

As a copy writer I will admit that there is one hard and crusty nut in our audience of advertising readers. He is the fellow who remembers—Oh! so well—when mother gave him 12 cents with which to go to the grocery store for a dozen eggs. He calls loudly for lowered commodity prices and higher returns from his capital. He asks for more out of life than there is in it, but he is not typical. Only because this last generation gentleman is extremely vocal, we often take him as the spokesman of the tribe and produce for him, in certain periods, "reason why" copy.

Thus, unreasonable "reason why" copy comes into the picture every little while, for the same reason that lovers quarrel. We grow weary of apple-blossoms seen by moonlight, but the sulk is soon over and American romanticism is again expressed in advertising copy captions.

The romantic "would-be king" feeling is exactly what stimulates and maintains the sales of esthetically improved products, aids to kingly living. How can customers be reasoned into jade, coral and turquoise bathroom accessories? People are poetized into all such luxuriance. These are things to be emoted, not reasoned into.

It is an occasion for gratitude that Kenneth Groesbeck, in a recent PRINTERS' INK article,* distinguished between the chattels we "reason about" and the possessions we "rave about." But, even in advertising such needful stuff as food, sentiment plays an indispensable rôle. A recently published advertisement furnishes an excellent example of emotion striding alongside reason. A winsome boy is seen laughing down a snow-

storm. An argument for Monarch foods made personal by thoughts of your child's "Vigorous Stride, Frank smile. Boyish eagerness for the winds of winter . . . vitality." Reduce the copy to a more reasoned statement of the content of the foods and what have you for the reader, but the dust of dry fact? In the Monarch copy, "reason why" is Rex Beached on the shores of boy-land.

I recently read in Sam McKelvie's *Nebraska Farmer* a letter from a reader who complained that advertisers are making their copy too brief and dull. This farmer wants his advertising reading to be both informative and entertaining. He asks for the stuff of which good conversation is made to complement the text pages of his fire-side companion. And so say we all. What a bore a "reason why" companion would be.

Emotional Appeal Works Quicker

As a practical opener of the prospect's purse, emotional appeal is quicker in its operation than "reason why." Combativeness is not aroused and the buying urge works automatically when sentiment is touched. "Reason Why," to the buyer is a question, not a statement of fact. Much "reason why" copy challenges its own integrity or validity, as do most direct and unqualified claims.

There are currently displayed in New York subway cars cards advertising two cold cures by reputable houses. In one car, I noted these cards were placed side by side.

One advertiser affirms that his remedy will cure a cold in three hours. The other gives the cold twenty-four hours. Both advertisers are generally credited with reliability. Allowing that the advertiser who claims a three-hour cure is within the fact, and that his competitor is not understating the merits of his product, truth likely resides in between—and it is not a case for the Better Business Bureau, either.

There is a vital question here of copy policy. Less definite statements would be much more com-

*"Reasons Why for the Renewal of 'Reason Why' Copy," January 15, page 3, by Kenneth Groesbeck, vice-president, McCann-Erickson, Inc.

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FOLDERS

PUTTING SELLING VALUE
into an advertising folder means
mixing brains with printers' ink.

An odd shape or unusual fold,
an uncommon color combination
—any or all of these help to move
the goods off the shelves. Espe-
cially if the folder carries the
dealer's name and address.

Make a note now. "See the
Francis Press on the next folder."

Charles Francis Press

PRINTING CRAFTS BUILDING

461 Eighth Avenue - New York

forting to the cold victim, because more nearly in line with his experience. And it is on this point of experience that "reason why" copy hits the wall. So often the "reasons" given are at variance with one's remembrance. I am quite sure that you would be just as safe in advertising a cure for "hay fever," by publishing a picture of a pretty girl in a field of goldenrod, captioned "Immunity," as you would be to wax argumentative with the hard-bitten tribe of professional sufferers. You may allure them, but convince them never.

When Gilbert K. Chesterton said in rebuttal to Clarence Darrow that a good Catholic accepts the truth in the Bible, as interpreted by the experts in the Church, rather than the material evidence, he stated a principle which holds good in all leadership. It is in interpretation rather than in statement that we should excel as producers of persuasive advertising.

"Reasons" are supposed to exist only within the confines of exact fact, but an emotional treatment may better picture truth to the reader. I quote Clayton Hamilton:

"It is only in the vocabulary of very careless thinkers that the words 'truth' and 'fiction' are regarded as antithetic. A genuine antithesis subsists between the words 'fact' and 'fiction'; but fact and truth are not synonymous. The novelist forsakes the realm of fact in order that he may better tell the truth, and lures the reader away from actualities in order to present him with realities."

Years ago I set down in a crude way this set of rules as my polar star of emotional copy writing.

First: Emotion is a most vital feature in advertising copy.

Second: To secure it, use the methods of the novelist; study the ways of the fictioneer.

Third: Reserve is the guardian of true emotion. As Elbert Hubbard said: "Pack your pauses with emotion." Pauses are simply a leaving out. In being emotional also be reasonable. For common sense is the mentor of sentiment.

Fourth: Base your romance on

facts. Know everything the shop, the store and the books can tell you about your wares. Create an atmosphere of authenticity. Surround your products with the aura of greatness.

Fifth: Memorize the 23rd Psalm for the good of your art as well as your heart, because it gives absolute and implicit assurance without a single "reason why."

Ten Awards Offered in Industrial Advertisers Exhibit

Included in the program of the conference of the National Industrial Advertisers Association to be held at White Sulphur Springs on May 4, 5 and 6, will be an exhibit of industrial advertising campaigns. Ten awards will be given under the following classifications:

1. Best exhibit of industrial advertising to be judged on the basis of the meeting and defeating of a definite problem; direct mail or media, single advertisement or campaign;
2. Publication campaign. Three or more advertisements to be awarded on the basis of carrying out of a central sales idea;
3. Direct mail. Three or more advertisements. Prize to be awarded on the basis of carrying out of a central sales idea;
4. Publications or direct mail. One or more advertisements. Prize to be awarded on presentation of facilities, personnel, or general publicity;
5. Best news exhibit of one or a series of industrial advertisements featuring news;
6. Best performance exhibit of one or a series of industrial advertisements featuring performance;
7. Best typography exhibit of industrial advertising. This award open to both active and associate members; and
8. Best illustration of artwork or photograph in industrial advertising shown in the finished advertisement.

Special awards for agencies and publishers have been included this year. These are for (1) Most effective campaign of not less than three pieces exhibited by an agency and (2) Best advertisement by and of a publishing house or publication.

A. J. Flynn with "American Lawn Tennis"

Arthur J. Flynn, formerly special advertising representative of the *Sporting Goods Dealer*, St. Louis, and, at one time, advertising manager of *Sporting Goods Illustrated*, has been appointed advertising manager of *American Lawn Tennis*, New York.

"Fishing" to Change Page Size

Fishing, New York, will change its page size, effective with the March issue, from 5 by 7½ inches to 9 by 12 inches. The type page size will be 7 by 10 inches.



IT'S AN OLD AMERICAN CUSTOM

Beating the tom-tom about lineage figures is usually a profitless way of proving a newspaper's advertising worth. But when leadership in a very significant classification is held for more than 10 years, there is a very important point in mentioning it.

Department stores place more of their advertising space in the Sunday American than they do in any other New York Sunday newspaper—and they have done so for more than 10 years.

And the women who jam these stores on Monday and Tuesday, buying dresses, carpets, beds, china, glass, curling irons and hats, are the ones who keep retail outlets busy selling face creams, lipsticks, foods and all of the other products that a MILLION families (755,000 local) need to buy—and do buy when advertising in the newspaper they prefer persuades them to.

SUNDAY
NEW YORK AMERICAN

a Million Families are Million Spenders



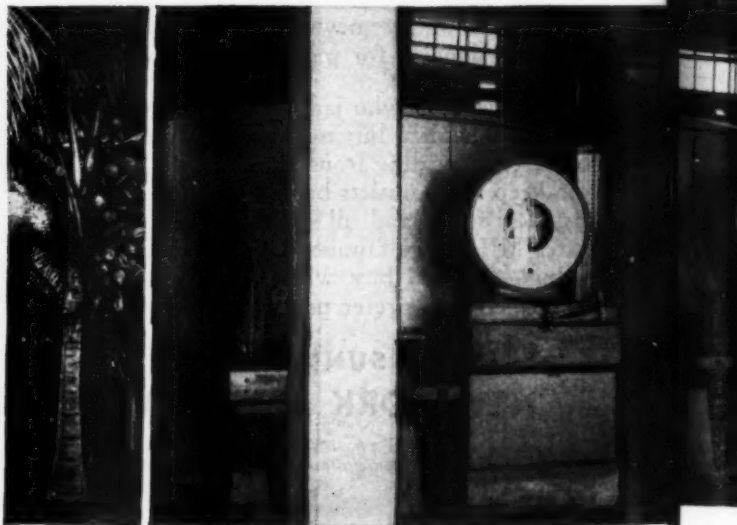
Nationally Represented by PAUL BLOCK & ASSOCIATES

CAPACITY OPERATION FOR

WITH the purchase of the big Oil Seeds Crushing plant at Baltimore by the Procter and Gamble Company comes the announcement that capacity operation is planned for the mill.

In addition to copra, a source material in the manufacture of high-grade soaps, the mill is to crush all forms of oil bearing nuts. The plant is one of the most complete in the country.

Further evidence of the above-average business activity of Baltimore. And, as most advertisers already know, Baltimoreans are most readily reached through the advertising columns of The Sunpapers.



FOALTIMORE COPRA MILL

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THE SUNPAPERS

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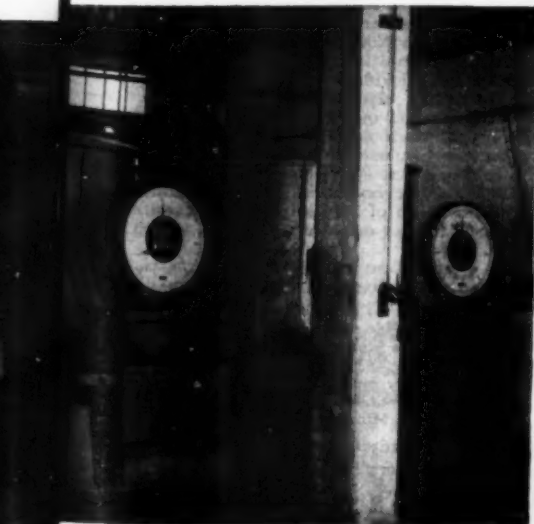
MORNING



SUN

EVENING SUNDAY

New York: John R. Woodward, Inc. Chicago: Guy S. Osborn, Inc.
Atlanta: A. D. Grant Detroit: Jos. R. Scolaro
San Francisco: O. Geo. Kroegem



Purchasing Power Doubles in Owatonna, Minn.



—when farm folks go shopping

OWATONNA? Maybe just a dot on the map to you, but a bustling sales outlet to Northwestern jobbers. One of the 1,300 small towns that serve 1,610,000 Minnesota and Dakota farm people.

Merchants in Owatonna and other towns get 65 per cent of their sales volume from surrounding farm folks. They are supplied from a single wholesale center.

THE FARMER—276,000 every week—has the largest circulation of any publication of any kind in the territory, because there are more homes on farms than in all cities and towns combined.

One distributing point, one market, one advertising medium. You can't go wrong in Northwestern Agropolis.



THE FARMER
Week Publishing Co. Owatonna, Minn.
Farm Stock House
 Saint Paul, Minnesota

New York—Wallace C. Richardson, Inc., 250 Park Avenue
 Chicago—Standard Farm Papers, Inc., Daily News Building

Member Standard



Farm Paper Unit

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Death of George Warren Wilder

GEORGE WARREN WILDER, former president of the Butterick Publishing Company, who sold his interest and retired in 1926, died last week at New York. He was sixty-five years of age.

Mr. Wilder joined the Butterick company in 1891. His father, Jones Warren Wilder, who was an early

called for Mr. Thayer devoting all his time to the new business. Mr. Wilder also founded, among other publications, *Adventure* and *Romance*.

Early in his career Mr. Wilder was faced with a misfortune which it appeared would remove him from an active business career. He dramatically set forth his difficulty in his contribution to a class history which he compiled for the Amherst Class of 1889, wherein, under the date 1905, he records "Fate handed me tuberculosis! Out of business. . . ."

He passed out of business for but a short period. He was back in it again in 1906. The spectre of tuberculosis continued to hover in the background. He fought it, even ignoring the warning of doctors who, on one of his enforced absences, told him that if he returned to work he would be dead in six months. Active work was renewed in 1916. In the class history he reports:

"1916. . . . September went to New York. Started work two hours per day. Worked all winter a few hours every day constantly getting better. Summer 1917 spent one month in a camp in New Hampshire fixed up out of woodshed at old home in Rindge. Tuberculosis cough ceased. Never heard one since."

He never was ill after that. He organized a group of men who had been cured of tuberculosis, calling it "The Linger Longer Lunger Club," saying he would prove to the world that the disease could be cured.

Mr. Wilder fostered the Delineator Child Rescue campaign in 1908 which was instrumental in placing more than 12,000 orphan children in the homes of childless families. This movement culminated in a conference called by President Roosevelt, the first congress on child welfare.

Among the prominent personalities in advertising whom Mr. Wilder brought into the Butterick organization from time to time were Thomas Balmer, Ralph Til-



George Warren Wilder

associate of Ebenezer Butterick, had become a partner in the business. When the father died, he left his interest in trusteeship.

With the backing of friends, Mr. Wilder bought control of the business in 1899 and became its head. He founded English, French and Spanish editions of *The Delineator*, which the Butterick company published in addition to its successfully developed paper dress pattern business. When Mr. Wilder came into control, he found that all sorts and kinds of prices and terms prevailed in the advertising department. Desiring to standardize prices to a one-price-for-all basis, Mr. Wilder looked about and secured John Adams Thayer, at that time advertising manager of the *Ladies Home Journal*, who inaugurated such a policy.

Later Mr. Wilder purchased *Everybody's Magazine* from John Wanamaker and set up Ridgway-Thayer, Inc. The arrangement

ton and Robert Frothingham. He brought S. R. Latshaw into the organization in 1914 as advertising director of *The Delineator*. Mr. Wilder disposed of his interests in the Butterick company in 1926 to Mr. Latshaw and Joseph A. Moore.

Mr. Wilder retired to his farm in New Hampshire. Inactivity made him dissatisfied and he entered politics and was elected to the State legislature. He was serving his second term when he died.

Vigorous and courageous fighting was something for which Mr. Wilder was always distinguished among his business associates, and it gained him respect from his strongest competitors. For example, he was foremost in the contest waged by magazines during the Taft administration to get second-class postage rates. He took personal charge of this fight, won it and then paid all the expenses himself. He did not ask anybody to help in the financial end, but later Cyrus H. K. Curtis insisted on paying half.

"Your lungs may not be much good, George," wrote Mr. Curtis with reference to Mr. Wilder's pulmonary ailment, "but there is not a thing in the world the matter with your brains and your courage."

Mr. Latshaw, now president of Butterick, tells PRINTERS' INK that Mr. Wilder was perhaps the most courageous fighter, and also the squarest and cleanest, that he ever encountered in all his business experience.

"His loyalty and devotion to his friends was something truly remarkable," Mr. Latshaw said. "If he joined you in a project he would go down with you, if need be, without the slightest hesitation. Both you and he might be wrong; but he would stick with you just the same."

"We who were associated with him on the Butterick Publications were always sure of at least one thing. When George Wilder said something we never had to stop and wonder whether he might possibly be taking liberties with the truth."

K. L. Ames, Jr. Buys Chicago "Evening Post"

The Chicago *Evening Post* was sold last week to Knowlton L. Ames, Jr., publisher of the Chicago *Journal of Commerce* and *The Economist*, financial and real estate weekly. Mr. Ames takes over the name, good-will, franchises and certain physical assets of the newspaper as head of the newly-formed Chicago Post Publishing Corporation. The *Evening Post* will continue to be published as an afternoon daily newspaper, distinct from the *Journal of Commerce*.

The purchase was made at an auction in the Federal District Court for a price of \$132,000. It ends a receivership of two weeks duration under George F. Getz, receiver in bankruptcy. The receivership followed the retirement of John C. Shaffer, after many years as publisher of the newspaper. The purchase price did not include the presses or other machinery in the Chicago *Evening Post* Building or the lease which the newspaper has in that building.

John D. Ames is vice-president and secretary of the new publishing corporation and E. E. Suffern is vice-president and treasurer.

O'Neill Ryan, Jr., President, Flexwood Company

O'Neill Ryan, Jr., has been elected president of the Flexwood Company, Chicago, manufacturer of cabinet wood paneling. He had been with the Weatherwood Company, subsidiary of the U. S. Gypsum Company, where he was general sales manager. Mr. Ryan was for many years with the Celotex Company, where he was assistant general sales manager in charge of sales promotion and advertising, and a director. In 1929 he was made general manager of insulation operations of the Chicago Mill and Lumber Corporation and was with this company until it was acquired by the U. S. Gypsum Company.

Other officers of the Flexwood Company are R. J. Hole, vice-president; Armin Elmendorf, vice-president, and George N. Lamb, secretary and treasurer.

Waterloo Papers Merged

The Waterloo, Iowa, *Courier* and the Waterloo *Tribune* have been consolidated under their combined names.

John C. Hartman, editor, and Jackson McCoy, general manager of the *Courier*, will be editor and general manager of the merged newspaper, which will be published by the W. H. Hartman Company. Radio station WMT is retained by William A. Reed and Harry Shaw, who have been executives of the *Tribune*.

S. S. Larmon, Vice-President, Young & Rubicam

S. S. Larmon, who has been a contact executive with Young & Rubicam, Inc., New York advertising agency, has been elected vice-president and contact supervisor. He has been associated with Young & Rubicam since 1928.

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I Know When I'm Licked

FOR THE last three years I've fought a losing battle to keep at least one shelf in the bathroom free and clear of feminine encumbrances so that I could sleepily brush my teeth in the morning without getting cold cream or skin food instead of tooth paste. I'm through fighting now. I can't buck the odds. The number and diversity of perfumed tubes and jars is a silent tribute to the merchandising abilities of the toilet requisites trade. How one damsel five feet high and ninety-two pounds wringing wet can daub all that stuff on her in the course of a month is a mystery to me. But she'll do it, brother, and then she'll buy another load. The only reason for airing the family linen is that the lady in question is an ardent Examiner reader and has the same desires that other Examiner readers have. The size of the market these women aggregate and their willingness to buy is why The Examiner carried more General Toilet Requisites lineage than any other paper in Los Angeles during 1930 and in January, 1931. These same ladies are ready to buy your product. If the largest morning, Sunday and home-delivered circulation in this fourth market of the nation can't move your goods, they can't be moved.

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

Inland Press Elects Officers

FRED SCHILPLIN, publisher of the St. Cloud, Minn., *Times*, was elected president of the Inland Daily Press Association at its February meeting at Chicago last week. He succeeds E. H. Harris, publisher of the Richmond, Ind., *Palladium*, who completed his second term.

A. O. Lindsay, Quincy, Ill., *Herald-Whig*, was elected first vice-president. Fifteen other vice-presidents, one for each State represented and Canada, were also named. Wil V. Tufford, Clinton, Iowa, was re-appointed secretary-treasurer.

The new chairman of the board of directors is C. R. Butler, of the Mankato, Minn., *Free-Press*. Mr. Lindsay was named vice-chairman. A. M. Clapp, H. H. Bliss and Fred Naeter were elected directors for three-year terms and Verne Joy was elected to fill a two-year unexpired vacancy.

William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, Gilbert T. Hodges, New York *Sun*, and Hays MacFarland, president of Hays MacFarland & Company, Chicago advertising agency, addressed the convention.

"There is a real and much-overlooked opportunity for newspaper publishers to increase the efficiency of advertising in these times when expenditure of every advertising dollar is being closely questioned," declared Mr. MacFarland. "Advertisers and advertising agents, in meeting today's conditions, need real news about their markets.

"Weighty compilations of market statistics are all right, but in many cases by the time the figures are gathered and ponderously presented in elaborate portfolios the information has become out-of-date, if it wasn't more or less irrelevant in the first place. There are, on the other hand, vital merchandising developments that may come to the publisher's attention from time to time—a price war, an

inadequacy of distribution, some new set of conditions in his community that may mean an important sales opportunity. The publisher who will sit down and write a letter to advertisers and agents whom the news may concern is performing a service of value to advertising and one which will be remembered to his own advantage."

Appoint Simmonds & Simmonds

The Middleby-Marshall Oven Company, Chicago, manufacturer of a complete line of bake ovens, has appointed Simmonds & Simmonds, Inc., advertising agency of that city, to direct its advertising account.

The Simmonds & Simmonds agency has also been appointed to direct the advertising of a new division of the Paasche Airbrush Company, of that city, which manufactures the King Kote Sprayer, an apparatus for the chemical treatment of coal. Business publications and direct mail will be used.

W. D. Washburn Transferred by "The American Home"

W. D. Washburn, formerly with the Chicago office of Doubleday, Doran & Company, Garden City, N. Y., as Northwestern representative of *The American Home*, has been assigned the Michigan and Northern Ohio territory. C. G. Bennet succeeds Mr. Washburn at Chicago.

S. R. Coons to Join Lord & Thomas and Logan

Sheldon R. Coons, formerly vice-president of Gimbel Brothers, Inc., and merchandise manager of that company's New York department store, will join Lord & Thomas and Logan, New York advertising agency, on March 1.

Sargon to Street & Finney

G. F. Willis, Inc., Atlanta, distributor of Sargon Tonic, and other pharmaceutical products, has appointed Street & Finney, New York advertising agency, as advertising counsel. Schedules featuring 1,800-line copy are being released to newspapers throughout the United States and Canada.

Hoffman Beverages to B. B. D. & O.

The Hoffman Beverage Company, Newark, N. J., has appointed Batten, Barton, Durstine & Osborn, Inc., to direct its advertising account.

Appoints Rudolph Mosse

The Vapo-Cresolene Company, New York, has appointed Rudolph Mosse, Inc., New York, to direct its South American advertising.

Are General Advertisers Interested?

Last year San Francisco's eight major department stores used over 100% more space in the Examiner (morning and Sunday) than in the other morning and Sunday paper.

Greater value through greater coverage of able-to-buy families is the reason.

San Francisco EXAMINER

"OK- PERFECT!"



From a letter from
Newell-Emmett Co.,
Loose-Wiles agency:

"... This proof is a perfect reproduction of our copy... reproduction of this type shows care and co-operation on the part of a publisher... The reproductions of Loose-Wiles color advertisements you have been furnishing... are the best we have thus far secured from any publication featuring our biscuit advertising."

Thus marked was a proof of a Chicago Evening American color page for the Loose-Wiles Biscuit Company, received recently from Newell-Emmett Company, their agency. With this proof was a letter from which we quote below... Loose-Wiles are in their fifth year of color advertising in the Chicago Evening American. Their sales volume has grown steadily and consistently in those years. The 1930 record of Loose-Wiles color schedule in the Chicago Evening American will be larger than in any previous year.

● IN THE
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National Representative

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Chicago, Color in the Chicago Evening
page American will tremendously in-
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Ill-Emme country's second market at little
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THE CHICAGO EVENING

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ulation leadership in Chicago's evening field

ive ODNEY E. BOONE ORGANIZATION

The Pacific Northwest's Greatest Home Delivered Circulation



FIRST

in

Apartment House Circulation

THE OREGONIAN, with a *third more* circulation than the *second* newspaper in Portland's apartment houses, gives advertisers thorough and adequate coverage among apartment house dwellers.

A survey, just completed, reveals that The Oregonian has almost as much circulation in Portland apartment houses *as the second and third newspapers combined*. It has a *quarter more* circulation among these families than the third and fourth newspapers combined.



Experienced advertisers, conversant with the facts, realize they can't cover Portland without The Oregonian, and so they don't attempt it. The Oregonian, with the greatest home-delivered circulation in Portland and suburbs, has led all Oregon newspapers in circulation and advertising for 80 years. Few newspapers in America possess such a record.

The Oregonian

PORTLAND, OREGON

National Representatives, WILLIAMS, LAWRENCE & CRESMER
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES SEATTLE

Largest Circulation West of Denver, North of San Francisco



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Another National Advertiser Shows Leadership

The Kellogg Company Tries an Unusual Experiment in an Endeavor to Give Relief to the Unemployment Situation

IN the forefront of every movement for social progress, one finds national advertisers. In the reports from eight or more States that have made careful studies of progressive plans being used to relieve unemployment, almost every manufacturer cited is a user of advertising. Those commended in books on the subject as star examples of beating seasonal unemployment are, almost without exception, concerns that used advertising as one of the tools to stabilize demand and production schedules.

Economists point out that with the world passing through a period of low price levels, it is up to management to work out policies that will cut production costs and at the same time maintain a high level of purchasing power among our population. Plans for shorter hours, a more complete absorption of our working population into steady employment and a maintenance of wage levels that will enable the masses of our people to earn more in order to have more, are required by the world.

It is interesting to note that the Kellogg Company, one of the largest manufacturers of ready-to-eat cereals, is now working out a plan that is even more startling than those used by many other national advertisers. It has been in operation for three months.

At a time when announcements were being made that some factories are going on a three-day-a-week basis, and others were cutting the salaries and wages of management and employees, L. J. Brown, president of Kellogg, announced that it has changed from an eight-hour to a six-hour working day, four shifts a day. This enables the company to employ immediately almost 25 per cent additional help. Instead of cutting wages to take care of this increased employment, the company has increased the base rate of pay by 12½ per cent.

Mr. Brown has stated that this plan was adopted only after long and careful study and that with the increase of 12½ per cent "the actual purchasing power of our employees' dollar compared with last year will be greater."

E. J. Freeman, advertising manager of the company, informs **PRINTERS' INK** that, from all reports, the present plan is working out very satisfactorily and that while the company is not in a position at the present moment to give a complete report on findings such as the effect on cost, production and other details, it will report its findings at a later date.

It is interesting to note, that according to an announcement made by W. K. Kellogg, chairman, advertising plans for 1931 call for the largest expenditure in the company's history. Mr. Kellogg also announced that the company ended 1930 with the greatest volume of sales it has ever had and is enlarging its plants. Twenty-four hours a day operation, enlarged production, increased wages, 25 per cent more employment, largest sales in its history, largest advertising appropriation ever made—bright spots in the present industrial picture.

R. M. Hires with Pathescope Company

Rodney M. Hires is now associated with the Pathescope Company of America, Inc., New York, where he will be engaged in sales and creative work in connection with motion pictures and slide films. He was formerly with General Business Films, Inc., and prior to that was assistant to the director of public relations of the Columbia Gas & Electric Corporation.

F. H. Marling Joins Gamble & Company

Francis H. Marling, formerly general manager of the Crowell, Crane, Williams & Company, Inc., Chicago advertising agency, has joined Gamble & Company, Ltd., advertising agency, also of that city, as vice-president.

It Took Forty Years to Evolve This Sales Convention

Idea for National Meeting Gradually Grows Out of Series of Branch Office Gatherings

By J. P. Glaser

Sales Manager, Chamberlin Metal Weather Strip Co.

THIS company has been in business for almost forty years. During that time we have built up an organization of branches, salesmen and mechanics until we now have an organization which covers practically the entire United States.

In fashioning the sales staff, we naturally started with a few branches; and these offices were opened under the direct supervision of a man who had charge, not only of sales but of installations, collections and all details in connection with the business. As the number of branches increased, the necessity for more direct supervision from the home office became apparent, causing organization of the general sales department. This functioned in a way that enabled the company to pass on from one branch to another the various practices and methods that were apparently meeting with success in the different territories.

For the last ten years the branch office organization has been large enough to cause us to hold local meetings of salesmen. Sometimes these are weekly meetings, where the local manager or sales manager discusses the problems of weather stripping and better ways and means of making sales.

Once or twice a year most of the branch offices and district offices are visited by some member of the general sales staff at which time the salesmen are brought together and the company's policies outlined, as coming direct from the home office.

Also during these same ten years, we have been having meetings in Detroit of all the branch managers. Or we have brought them together in districts, at which time managerial problems are discussed and important decisions reached.

During the last four or five years, when the matter of district and branch meetings had become more or less of an old story to some of the old-time salesmen, we decided to inaugurate an All-Star Club. In that way we would tie up direct with the company in its home office the interest of those salesmen who were doing particularly good work in the branch offices. There have been suitable awards for good sales records, including cash or merchandise prizes.

Getting Acquainted with the Home Office Staff

Again, after this plan had been in operation for several years, it seemed that there was yet another logical step to take. It was apparent to us that most of the worth-while men, particularly those who had been with us a number of years, had a commendable desire to meet the entire home office staff occasionally—to see the factory and get better acquainted. This matter was brought up to our sales organization at a district meeting in Atlantic City last April. A salesman in that section said it would be of the greatest benefit if a general meeting could be held in Detroit. We encouraged the idea that the All-Stars get together at the home office for a meeting of their own. Altogether, some thirty-three men got inside the minimum quota which entitled them to membership in the All-Star Club and accordingly we invited them in to pass three days with us in Detroit during January. We also invited a few of the recently appointed branch managers.

We feel very well satisfied with the effort that it took to get this meeting over. It proved beyond question that we need in this or-

Feb. 26, 1931

PRINTERS' INK

43

Something Has Happened In PITTSBURGH

Five of Pittsburgh's great downtown department stores use Pittsburgh Sunday papers regularly to present their advertising messages to the wealthy Pittsburgh market. During January, the Sunday Sun-Telegraph carried 53.9% of the advertising copy of these stores.

Figures by Media Records, Inc., and include the lineage of Frank & Seder, Gimbels, Kaufmann, McCreery and Rosenbaum.

TIMES HAVE CHANGED IN PITTSBURGH

THE SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

ganization the active co-operation of the better salesmen in the field; that we do not have this co-operation anywhere near 100 per cent when their contact with the company is only through a branch or a sub-branch, or some district. These men who are doing the hard work of bringing in business day after day like to feel that they have some recognition from the home office and they felt the Detroit visit was, in part, such recognition by the officials of the company.

At first we debated whether we would bring in some of the branch managers along with the salesmen but we finally decided that a little better effect would be had if we excluded the old-time branch managers. That seemed to work out because the men realized that we had taken them into our confidence; that we took them on their own responsibility and were willing to discuss, without having arranged in advance with their particular branch managers, the problems which we thought would make them better salesmen.

We purposely tried to make this the biggest sales meeting that this company ever had. We went to greater trouble to make it a success than at any time we had the branch managers here. We tried to divide the program two ways. We necessarily needed plenty of time to talk business. So we set aside Thursday afternoon, Friday afternoon and Saturday morning for nothing but business and we insisted that everybody attend, without exception. They did. We provided entertainment in the way of a hockey game, a trip to Canada and a visit to the Ford factory. During the times that there was no business to be discussed we allowed them to play as hard as they pleased. They did.

Voluntarily, the men agreed that they would bring back an extra man next year. They naturally were unanimous in the belief that they would be back themselves for the second convention; but when they all promised to bring at least one more man with them, we thought we had accomplished our objective.

Since the meeting, some of the home office staff have called on various branches, where there are salesmen who attended it. We found them of more actual help to the branch manager in instilling a confidence in the company and we believe that this is the final proof that our efforts were worth while.

One feature of the convention that made its impression on us and made us well satisfied with the work was the session where we asked every man to give his own individual way of selling. About three-fourths of the methods suggested by these best salesmen that we have were those same ideas which we, of the general company, have been pounding home to them in branch meetings, general letters and in our bulletins regularly. They are apparently the men who took our message seriously and made it work, and we are going at the job of teaching the rest of the sales force these same fundamentals; if they made the All-Stars become the best salesmen, why wouldn't they help every other man in the organization?

We are satisfied to take that chance and we believe the convention proved something very definite to us, along that line.

Death of H. S. Baker

Herbert Sumner Baker, New York manager of the Bobbs-Merrill Company, publisher, died last week at that city. He was fifty-five years old. He has been with the Bobbs-Merrill Company since 1904, and was in charge of its advertising.

Transferred by Tracy-Locke-Dawson

V. M. Wallace, formerly with the Dallas office of Tracy-Locke-Dawson, Inc., advertising agency, has been transferred to the Houston office of that agency.

New Business at Philadelphia

I. N. Levy, formerly with the Acme Advertising Agency, Atlanta, has started his own advertising business at Philadelphia, under the name of the Franklin Advertising Agency, with offices at the Cunard Building.

Join "Arts & Decoration"

Harold D. Hascall and Maxwell B. Fischer have joined the advertising staff of *Arts & Decoration*, New York.

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Ask any experienced space buyer his first Cincinnati newspaper buy

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- In 1930 four hundred and eighty space buyers chose the Times-Star not only first, but exclusively.

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THE CINCINNATI TIMES-STAR

"THE KEY TO THE CITY"

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Eastern Representative
MARTIN L. MARSH
60 East 42nd Street
New York City, N. Y.



the
B.
staff

Western Representative
KELLOG M. PATTERSON
333 N. Michigan Ave.
Chicago, Ill.

Follow the Lead Boston Department Store

- § Department stores *know* newspapers . . . know which paper produces the greatest results.
- § Take a leaf from their notebooks in placing your 1931 Boston appropriation.
- § In 1930, department stores placed in the Sunday Globe *(the paper with the highest rate almost as much lineage as they did in all the other Boston Sunday papers combined.*
- § AAAA surveys show that the Daily Globe is at least the equal of the Sunday edition* in pulling power.
- § Thus, *daily and Sunday*, the Boston Globe produces results.

* Boston
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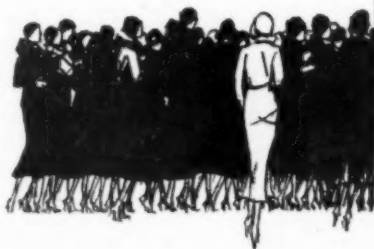
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Globe

** Boston department and furniture stores do a greater percentage of their week's business on Monday than in almost any other large market.*



NGLOBE . . .

\$100,000,000



ANNUALLY FROM HER FORESTS

ONE REASON

Why Oregon residents are
wealthiest on the Pacific coast

Oregon holds one-fifth of the nation's standing timber. Lumber and lumber products total \$100,000,000 annually. They are chief contributors to Oregon's total wealth which averages \$4244 for every resident—\$519 more than Californians, \$650 more than Washington residents. Oregon is a market of high buying power.

This wealth is concentrated in Portland, metropolitan city of 300,000. Ready and competent to sell the Portland market is The Journal—recognized by local and national advertisers as the dominant newspaper of this market.

The JOURNAL
AFTERNOON
SUNDAY PORTLAND-OREGON

READ IN THREE OUT OF FOUR HOMES

—Represented Nationally by REYNOLDS-FITZGERALD, Inc.—
2 West 45th Street, New York; 203 N. Wabash Ave., Chicago; 58 Sutter St.,
San Francisco; 117 West Ninth St., Los Angeles; 1524 Chestnut St., Philadelphia;
106 Journal Building, Portland; H. R. Ferriss, 3322 White Building, Seattle



*During 1930 The
Journal was the only
Portland paper to gain
in total daily display
advertising—and what
a gain—453,202 lines!*



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Sponsors Exhibit of Newspaper Typography

An exhibition of newspaper typography, in which daily newspapers in the United States have been invited to take part, will be displayed in the Ayer Galleries, Philadelphia, on April 1, to continue until May.

The newspapers have been asked to submit their issues of March 4, 1931, for judgment on the basis of typographical excellence, which will include, aside from selection and arrangement of type, make-up of the page and printing qualities. Editorial content will be left out of consideration, although all the papers will be of one date so that the same world and national news will appear.

The newspapers are to be judged by a jury composed of Howard Davis, vice-president of the American Newspaper Publishers Association; Harry A. Groesbeck, Jr., president of the American Institute of Graphic Arts; Dr. John Henry Nash, printer; Joseph B. Platt, art director of the Butterick Publishing Company, and John B. Williams, vice-president of the Curtis Publishing Company.

The newspaper scoring the highest in typographical excellence will receive the Francis Wayland Ayer Cup, named in honor of the founder of N. W. Ayer & Son, Inc. The cup is to become the permanent property of the paper adjudged best in three exhibitions, not necessarily in successive years. In addition, awards by certificate will be made to the five newspapers considered by the judges next in rank to the cup winner.

A. F. Ender Heads Wisconsin Publishers

A. F. Ender, of the Rice Lake *Chronotype*, was elected president of the Wisconsin Press Association at its recent annual meeting held at Madison. He succeeds John A. Kuypers, of the *De Pere Journal-Democrat*, who retired after twelve years of service as president.

Other officers elected were W. H. Conrad, *Medford Star-News*, first vice-president; H. J. Sanderson, *Sturgeon Bay Advocate*, second vice-president; Claude F. Eames, *Elkhorn Independent*, third vice-president; and George W. Greene, *Waupun Leader-News*, secretary and treasurer. Mr. Greene succeeds Louis H. Zimmerman, *Burlington Standard-Democrat*, who served ten years. The Wisconsin Press Association is an organization of publishers of State weekly newspapers.

Homer McKee Agency Adds to Staff

John Watson Wilder, formerly vice-president in charge of advertising of Thompson Ross & Company, Chicago, investment banking, has joined the office at that city of the Homer McKee Company, Inc., advertising agency, as vice-president. He was, at one time, head of his own advertising agency at Chicago.

John Paul Jones, formerly with H. W. Kaster & Sons Company, Inc., has joined the Chicago office of the McKee agency in a copy and contact capacity.

Philadelphia Agency Council Holds Mid-Winter Meeting

The Philadelphia Council of the American Association of Advertising Agencies held its mid-winter meeting at the Bellevue-Stratford Hotel on February 19, with John Benson, president of the association as guest of honor and principal speaker. Other guest speakers included: F. R. Gamble, executive secretary; Dr. Ralph E. Rindfusz, of the Periodical Publishers Association; Walter P. Burn, of the Bureau of Advertising of the American Newspaper Publishers Association; Howard Angus, of Batten, Barton, Durstine & Osborn, and J. H. Eydeler, chairman of the Four A's national committee of agency finance and accounting.

Charles H. Eyles, president of the Richard A. Foley Advertising Agency and chairman of the Philadelphia Council, presided. Advertising agency finance and accounting and the relative merits of advertising mediums were discussed.

France Honors A. C. Pearson

The French Government conferred the Legion of Honor on Andrew C. Pearson, of New York, at ceremonies held this week at Washington. The decoration was awarded Mr. Pearson for services to the French Republic during the World War, Major Georges Thenault, Military Attaché of the French Embassy, decorated Mr. Pearson on behalf of his Government. Members of the Cabinet and other high officials were present at a luncheon given before the presentation.

Mr. Pearson is chairman of the United Business Publishers, Inc., president of the National Publishers Association and national chairman of the American Publishers Conference.

G. V. Semple with Orton B. Motter and Associates

George V. Semple, who for the last four years has operated his own art studio in Chicago, has joined the staff of Orton B. Motter and Associates, Chicago, advertising, as vice-president and art director. Offices of the Motter organization are now at 612 North Michigan Avenue.

Appointed by Canadian Westinghouse

J. H. Biggar has been appointed manager of the merchandising department of the Canadian Westinghouse Company, Hamilton, Ont. J. P. Kegan has been placed in charge of sales promotion in Eastern Canada and E. H. Monro in charge of sales promotion in Western Canada.

Made Vice-President, Diehl Mfg. Company

Frank B. Williams, Jr., sales manager of the Diehl Manufacturing Company, Elizabethport, N. J., electrical division of the Singer Manufacturing Company, has been elected vice-president in charge of sales.

Rochester Sets Pace in Unemployment Insurance

PERHAPS the longest step forward in the development of unemployment insurance plans has been taken by a group of Rochester manufacturing plants. This move by Eastman Kodak, Bausch & Lomb, Stromberg Carlson Company, Taylor Instrument Companies, Yawman & Erbe, The Todd Company, The Pfauddler Company, Vogt Manufacturing Company, The Gleason Works, Rochester Telephone Company and Consolidated Machine Tool Corporation affects almost 30,000 employees.

The plan sponsored by the progressive Rochester Industrial Management Council is a simple, direct one.

It is planned for the future, because no funds will be available from the fund, furnished by employers only, until January 1, 1933.

Amounts up to 2 per cent of annual payrolls are to be set aside to form a reserve fund from which unemployment benefits will be paid. Sixty per cent of earnings up to \$22.50 a week will be available for employees with a year's continuous service. The maximum number of weeks is thirteen and that only for employees of five years' service. Though all money is paid in by employers a tax of 1 per cent may in an emergency be made on all officials and employees at work to which the company will add an equal amount.

While this plan doesn't go so far as such plans will probably go in a few years it is a start that is important and may prove far-reaching. It puts a premium on good management, on synchronizing production closely with sales, makes it expensive for a concern to build labor "reserves" in boom times and let go at the first sign of trouble.

Again it is to be noted that national advertisers take the lead in another movement for the social welfare of their communities and make their plans now for the future.

New Accounts for Dunham, Younggreen, Lesan

The American Founders Securities Company, Milwaukee, has placed its advertising account with the office at that city of the Dunham, Younggreen, Lesan Company, Chicago advertising agency. Newspapers and direct mail will be used.

Scott, Burrows & Christie, Milwaukee investment firm, have also placed their account with the Dunham, Younggreen, Lesan office at that city. Magazines, newspapers and direct mail will be used.

C. D. Jacox with Great Western Garment

Clarence D. Jacox, formerly sales and merchandising manager for the Black Manufacturing Company, Seattle, has become general manager of the Great Western Garment Company, Edmonton, Alberta. Mr. Jacox started with the Black company eighteen years ago as a salesman.

H. W. Ely Advanced by Portland, Oreg., "News"

Harry W. Ely, for eight years circulation manager of the Portland, Oreg., *News*, has been advanced to the position of business manager. He succeeds Charles W. Myers, who will devote his time to radio station KOIN, of which he is principal owner.

Emil Hofsoos Joins Ketchum, McLeod & Grove

Emil Hofsoos, formerly director of research and merchandising of MacManus, Inc., Detroit advertising agency, has joined Ketchum, MacLeod & Grove, Inc., Pittsburgh advertising agency, as a vice-president.

A. H. Cobb Joins Hawes Agency

A. H. Cobb, formerly with the Boston office of N. W. Ayer & Son, Inc., has joined L. B. Hawes, general advertising agency of that city, as an account executive.

T. J. Patterson Joins Lee E. Donnelley Agency

Thomas J. Patterson, formerly with the Bloomington Limestone Company, Bloomington, Ind., has joined The Lee E. Donnelley Company, Cleveland advertising agency, in an executive capacity.

Appoints Edwin Bird Wilson

The O. K. Tool Company, Inc., Shelton, Conn., has appointed Edwin Bird Wilson, Inc., New York advertising agency, to direct its advertising account. Magazines, business papers and direct mail will be used.

South Florida Fair Breaks All Records

The sixteenth annual South Florida Fair in Tampa closed Saturday, February 14, with a new all-time record for attendance: 445,346 paid admissions for the eleven days of the fete.

This fair is ranked as the nation's leading mid-winter festival. It is further distinguished as the fourth largest fair and exposition held in America. More individual counties are represented with exhibits than in any other fair in the United States. And this year there were also exhibits from Spain, Italy and Holland.

This exposition of the natural wealth of Florida's soil presents each year a comprehensive picture of the territory served by the Tampa Tribune.

1930 Federal Census

Tampa and Suburbs	119,000
Jobbing Trade Area	750,000*

*More than half the population of Florida.

TAMPA TRIBUNE



TAMPA, FLORIDA

The Beckwith Special Agency, National Representatives: New York, Philadelphia, Detroit, St. Louis, Kansas City, Atlanta and San Francisco

The Sawyer-Ferguson Company
Chicago Representatives



Senator Copeland Proposes an Advertising Censorship

His Bill Would Also Make Advertising Virtually a Commodity in Interstate Commerce

By Daniel C. Budd

WHAT is Bill No. S5656? Bill No. S5656 is a new idea of Senator Royal S. Copeland, D., and M. D., of New York, to put the advertising of anything even remotely remedial under the censorship of the Agricultural, Treasury and Commerce Departments—in addition to the already existing censorships, in varying degrees, of the Post Office Department, the Department of Justice and the Federal Trade Commission.

How ridiculous! Impossible.

Not at all.

All you do is amend section 8 or 10 of the Pure Food and Drugs Act (by S5656) as follows:

Fourth. If, in any manner, or by any means whatsoever, it, or the ingredients or substances contained therein, or the curative and therapeutic effect of such or its ingredients or substances, are falsely or deceptively advertised, represented, or described in any Territory or the District of Columbia, or in any State to which such article is shipped or delivered for shipment from any other State, or from any Territory or the District of Columbia, or from any foreign country. No such advertisement, representation, or description shall be held to constitute misbranding for a period greater than six months after such advertisement, representation, or description was made or published.

What does that mean? Well, what has the Pure Food and Drugs Act meant, despite all of its merits?

Among other things: Exactly twenty-five years of legal controversies in every Federal court, from the lowest all the way through to the highest, to interpret the meaning of the law; twenty-five years of rule-making by Federal departments, temporary countermanding of said rules by one court, reversal back to the original by the next court; revision of original rules by said Federal departments, with drastic

time limits to the manufacturers to stop obeying the original rules, or be punished;

Constant changes in the interpretive and enforcement personnel of said departments, as the political weathervanes shift back and forth; weird interpretations of even these unstable rules by the Federal hired help; simultaneous enforcement of the old rule in Kansas, and of the new rule in Alabama; re-labeling of merchandise which had already been correctly labeled several times according to previous instruction; destruction of millions of labels which had been at last perfected exactly to meet the law—that is, yesterday's law, now differently interpreted.

Etc.

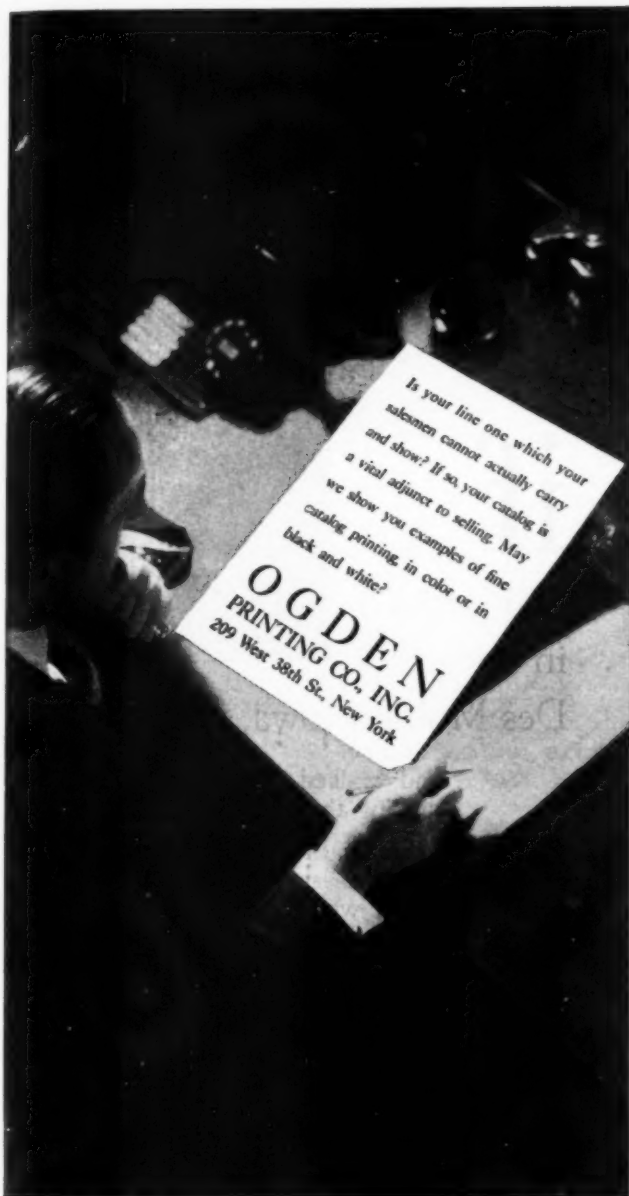
But isn't the Great War pretty well over at last; isn't the Pure Food and Drugs Act pretty well understood, even by the Government officials who enforce it?

Maybe so.

But the same week of January, 1931, that Dr. Copeland introduced his amendment to the amendment, the Federal Food and Drugs Administration "proposes definitions for two products not hitherto defined" in the twenty-five years of the Pure Food Law.

Whole wheat bread, and tomato juice are at last to be identified—the fruition of twenty-five years of enforcement of the law without knowing just what "whole wheat bread" and "tomato juice" are!

Moreover, it isn't settled yet. These definitions are only *proposed* definitions—proposed by "the Food Standards Committee." The committee "invited criticisms and suggestions from food officials, the trade, consumers and all others interested, regarding the proposed



Is your line one which your
salesmen cannot actually carry
and show? If so, your catalog is
a vital adjunct to selling. May
we show you examples of fine
catalog printing in color or in
black and white?

OGDEN
PRINTING CO., INC.
209 West 38th St., New York

if

you arrived
in

Des Moines, Iowa, this morning



and walked up Walnut Street inquiring about conditions—

Yunker Brothers—alert, aggressive and the largest department store in Iowa, would tell you, "Business is very satisfactory" and cite recent sales events topping last year's figures.

Davidson's, one of the nation's ten or a dozen largest retailers of furniture, would point to a record-breaking February sale and mention... "We are now using a fleet of thirty-three trucks in the delivery of furniture all over Iowa."

Calling at the State House, Treasurer Johnson would mention the steady increase in gasoline sales in Iowa—up 18% in 1930.

Chief Engineer White would show you plans for highway construction calling for the expenditure of \$52,000,000 this year, providing six months work for twenty to twenty-five thousand Iowa men.

Looking over the newspapers, you would note that Des Moines retailers are going after business vigorously, using more space than a year ago.

You would hear little about unemployment—would learn that no industry in Des Moines is closed—and you would find no soup kitchens.

You'd get on the Rock Island's non-stop train tonight convinced that Babson and Forbes are correct in reporting Iowa business good.

WISE sales managers will increase their Iowa advertising appropriations in 1931 and cash in with increased business.

The time-tested prescription for more Iowa sales is an adequate campaign in The Des Moines Register and Tribune.

In the central two-thirds of Iowa The Register and Tribune sell 68% of all the Sunday newspapers and 56% of all the daily newspapers circulated in this area . . . 42 newspapers all told (out of Iowa papers included).

The Des Moines Register and Tribune

*with 245,000 daily circulation affords a remarkable coverage of
this market:*

definitions." When, as and if the revisions and amendments are revised and amended to the eventual compromised satisfaction of some of those concerned, then these definitions will be the last word on the subject.

That is, until some court or some new Government officials change them.

Now along comes Advertising.

Did you ever know of any Government official who even began to understand Advertising?

Oh, yes. But he died—of loneliness in Government service, and of exhaustion from incessant gray matter transfusions, all of which proved of no avail whatever to the transfusees.

Yes, there is another. But he's got his hands full as President of the United States.

One more you think of? Yes, but the only difference between him and the first one you mentioned is that he's a greater glutton for punishment. And, anyhow, they never let him get very far with his iconoclastic ideas.

Now suppose some particularly dull day in Congress when something has to be passed in order properly to embarrass the President by not voting on some vital appropriation bill to run the Government—suppose this little amendment is tacked onto the Pure Food and Drugs Act, to be effective, say, thirty days from date.

Will it make any difference to the advertising business if any preparation which claims or even suggests anything remedial or beneficial to health, complexion, hair, hands, feet or even peace of mind, can be libeled, seized or confiscated in any quantity, in any place in the United States, for a period of six months after the advertisement you write, handle, pay for or publish, appears in the magazines, newspapers, street cars, posters, direct-mail, etc.?

We were speaking of definitions a while back. So let's start with definitions.

Do you remember when PRINTERS' INK published somebody's definition of advertising and then carelessly—or maliciously—asked

anyone who chose to improve it, to do so? Remember how the battle raged, with columns devoted to definitions for weeks and months, until finally the editor tabooed definitions of advertising; or else it was that the national word-twisting energies were diverted to cross-word puzzles?

For just one example: What does "deceptively advertised" mean? That's a new wrinkle to fill in the one hitherto unwrinkled spot in the law of 1906, as amended, revised, interpreted and misinterpreted. "Deceptive" doesn't appear anywhere in the terminology of the law to date. To date the package and label "statements, designs or devices" for which you may have your merchandise seized or destroyed, with fines of \$100 to \$500 or a year's imprisonment or both for each separate offense—those statements, designs or devices must be at least "false or fraudulent."

What does "deceptively advertised" mean? Not as interpreted by the typical intelligent, experienced and honest advertising man or publisher—but as interpreted for the first time by Government officials who, quite honestly, but equally ignorantly, set about interpreting and enforcing a brand new law.

Sure, the courts can be called upon to protect you. Did you ever stop to count the number of really decisive last-word decisions about vital matters of advertising? Even Mordecai Brown wouldn't need all of his fingers, and he had only three on his pitching hand.

Let's see, you do remember one such case: Blumenstock vs. Curtis. That settled the fact that advertising isn't a commodity in interstate commerce, under the Sherman Act.

Well, right off, this amendment makes advertising virtually a commodity in interstate commerce, under the Pure Food and Drugs Act. It literally pastes the advertising page from the *Times* in New York City right onto the merchandise going into California or Alaska, and anything that doesn't suit the enforcement officer there can mean the seizing of the mer-

chandise—seizing which couldn't be done for any reason whatever except for that advertisement in New York City.

So we would begin another training school for Government officials and courts as to what advertising means, and what the equity and justice and trade practices of it really are all about. It will be rather hard on the involuntary subjects of this official and legal experimentation.

It does seem as though the existing legal controls, added to a policing of its own business, such as no other business has ever known, have gone a long way toward correcting and preventing abuses. It also seems that more is to be gained by continued applications of these existing legal controls, and this incessant self-policing, than by adding another duplicating and possibly conflicting law, which means a new set of Federal regulations and interpretations, and a new series of legal actions and a new series of jurisdictional conflicts.

Not only would such a law slow up many legitimate businesses at a time when the nation cries out for the speeding up of business, but it would slow up the good work of existing regulatory bodies which are steadily making advertising better—and at last know how to operate rather intelligently in the matter.

In the huge and growing field which can be broadly defined as "drugs"—i. e., anything physically beneficial or remedial, as legally defined—are many good, honest businesses whose advertising meets every regulatory standard, and the standard of acceptability by the many agencies and publications whose own advertising standards are more thorough than any legal limitations imposed on them. These advertisers are pushing their sales hard, with strong advertising pressure to overcome the current buying resistance or lethargy of the public. They're sure of their advertising ground, and going ahead in full confidence—setting an example that more and more businesses will eventually follow.

Throw into these dynamos of business activity the monkey-wrench of uncertainty about whether a new—and quite unnecessary—law jeopardizes their business in hundreds or hundreds of thousands of points-of-sale all over the country for six months after any single, newly-controversial advertisement appears. Won't it cause still more hesitation, and waiting-until-we-get-our-hearings, from which already too much of the business world is suffering?

We have adequate restraint of improper advertising now imposed by numerous State and national controls. We have, for example, the local and national Better Business Bureaus, supported by the advertising business itself to supervise constantly advertising behavior.

We have the famous PRINTERS' INK Model Statute, and other effective laws in practically every State.

We have the almost unlimited regulatory power of the Post Office Department; if you question that, just, for example, try to advertise a lottery.

We have the Federal Trade Commission's regulation of advertising—which can accomplish everything that Senator Copeland's law could possibly accomplish, plus a great deal more. In fact, it *has* stopped, as they have occurred, hundreds of the very cases of drug advertising malpractice at which his amendment is aimed. The Federal Trade Commission, after several years of the blundering attendant on any new regulatory movement, has really got its bearings, and is doing a lot of good.

I repeat: Regardless of what other regulatory bodies are doing or can do, *the Federal Trade Commission can stop every advertising abuse which Senator Copeland's amendment is intended to regulate*—and can do it in a far better and more efficient way, and with much less red tape, and without adding new chaos to the existing confusion of business.

On top of all the other objections, there are the possibilities of



a Job no one else can fill

There are only a few of you men whose job it is to lead the country's business out of its economic dilemma. A tremendous, fascinating job—which no one else can fill! The road ahead is not smooth, but its milestones point to a new prosperity. The reins must be held taut; hands steady; eyes always looking ahead.

The Business Week has gauged this situation—realizes the task you have accepted without question. Through the next year or so, you and your 75,000 confreres who read this publication, must conserve your every moment. Nothing can be allowed to clutter the roads, slow up the progress. But you must know what's going on while it is still news.

During this past year, you have chosen The Business Week to lend its aid to many problems. From now

on you will find its concise, accurate treatment of all important business news, even more useful. For, in these pages, week by week, are news and interpretation which appeal only to responsible men of important business. Here are no glamorous tales of personal achievements; no ghost writing; no publicity stories; no over-coloring—nothing to interrupt the fast flow of facts for your needs.

But, The Business Week's method of news presentation is not its only helpful role in these stressful times. Its unusual reader audience can be of distinct service to one another. This collective power and influence can be brought to bear upon your own individual business objectives. The advertising pages of this week should be as resultful for you, as the editorial pages.



The above message—addressed to the business men who underwrite 1931 advertising—appears in the current issue of The Business Week.

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Confirmation

Less than four per cent of the businesses in the United States do nearly eighty-six per cent of the business volume—exercise a corresponding buying capacity.

These business operations are administered by a small, compact group of leaders—a mere handful compared to the total population or to the business world as a whole.

But these men make the policies, standards and buying habits for the entire business structure of America. Their preferences and prejudices have an influence and a cash value to the advertiser beyond calculation.

The reader audience of *The Business Week* is representative of this group. It is the sole circulation objective, uncompromised by obligations to any other class or type of readers. Anyone who knows the real leaders of American business will find confirmation in our subscription lists.*

*(Well-paid, mature subscription salesmen, supported by the highest type of direct mail effort, personally visit a hand-picked list of the nation's leaders. Name by name, title by title, business by business, they are here in adequate numbers.)



THE BUSINESS WEEK

McGraw-Hill Publication

1221 Avenue and 36th Street, New York City • Chicago
Philadelphia • Washington • Detroit • St. Louis • Cleveland
Los Angeles • San Francisco • Boston • Greenville • London



**The Seattle Post-Intelligencer Contacts Most
Effectively Those Families Which Buy
the Largest Percentage of All
Advertised Merchandise**

**In This Pacific Northwest Market
of Slightly Over a Million People!**

*This statement will be substantiated by exact figures and facts
gladly furnished by any one of our National Representatives*

W. W. CHEW
285 Madison Ave., New York City
A. R. BARTLETT
3-129 Gen'l Motors Bldg., Detroit

J. D. GALBRAITH
612 Hearst Building, Chicago
SLAYTON P. LADUE
625 Hearst Bldg., San Francisco

SEATTLE POST-INTELLIGENCER
A MILLION MODERNS IN THIS MARKET!

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being made the goat of conflicting jurisdictions between two powerful Federal systems—the Federal Trade Commission and the Federal Food and Drugs Administration. If the advertiser follows conflicting regulations of one commission, he can be punished by the other; if he tries to follow both, he can be in wrong with both.

The safe thing to do will be to stop advertising until he is surer of what's ahead.

Which is what too many former advertisers are already doing.

G. H. Richards Heads Screen Advertising Committee

Guy H. Richards, vice-president of McCann-Erickson, Inc., New York, has been appointed chairman of the newly created committee on screen advertising of the American Association of Advertising Agencies. This committee will work with motion picture producers and distributors on structural, creative and distribution problems in screen advertising.

Other members of the committee are: R. L. Strobbridge, Newell-Emmett Company; A. E. Bonn, Hanff-Metzger, Inc.; Stacy W. Page, Batten, Barton, Durstine & Osborn, Inc.; J. A. Brennan, Campbell-Ewald Company; Walter R. Hine, J. Walter Thompson Company; L. G. Meads, The Blackman Company, and Randall W. Borough, Lord & Thomas and Logan.

F. A. Powdrell Appointed by Montgomery Ward

F. A. Powdrell, vice-president and treasurer of Montgomery Ward & Company, Chicago, has been appointed assistant to the president. Mr. Powdrell, who came to Montgomery Ward last year after five years as vice-president and treasurer of the W. T. Grant Company, will continue his regular duties as vice-president and treasurer.

Elected by Northern California Agency Group

Carl F. Ohliger, of McCann-Erickson, Inc., San Francisco, has been elected chairman of the Northern California chapter of the Pacific Association of Advertising Agencies for the fiscal year beginning March 1, 1931. Walter A. Burke, also of McCann-Erickson, Inc., has been elected secretary and treasurer of the chapter.

E. E. Martin with Albert Frank Agency

Edwin E. Martin, formerly an account executive with the H. C. Bernstein Advertising Agency, Los Angeles, is now with the San Francisco office of Albert Frank & Company, advertising agency.

St. Louis Manufacturers' Representatives Elect

A. L. Benz, Best Clymer Division, Preserves & Honey, Inc., has been elected president of the St. Louis Association of Manufacturers' Representatives, a trade organization representing the sales divisions of the food and allied industry. Peter S. Miravalle, Associated Brokerage Company, Inc., is first vice-president; V. H. Maurath, Carnation Company, second vice-president; Gerald J. Gay, Corn Products Refining Company, secretary, and Harry L. Wagner, Stanton Brokerage Company, treasurer.

Directors elected include J. M. Joyce, Stanco Distributors, Inc.; William E. Kicker, Ford & Sallinger Brokerage Company; L. S. Vagnino, American Beauty Macaroni Company; R. C. Wilkerson, Meinrath Brokerage Company, and J. E. Zipf, General Foods Sales Company.

This association has just begun a membership drive which will continue for thirty days. Its membership consists of district managers, brokers and sales managers, with newspaper representatives and warehouse men as associate members.

Appoints Campbell-Sanford Agency

Sherman Brothers, Evansville, Ind., manufacturers of farm tools, have appointed the Campbell-Sanford Advertising Company, Toledo, to direct the advertising of a new tool, known as the Turbulizer, designed for seed bed preparation. Agricultural publications, business papers and direct mail will be used.

I. H. Henoch Joins Newman-Rudolph

Irwin H. Henoch, formerly president of the Irwin H. Henoch Company, Chicago, advertising illustrations, has joined the Newman-Rudolph Lithographing Company, of that city, as vice-president, acting in a sales capacity.

Appoints Bettman Agency

The Electric R. & S. Company, Chicago, manufacturer of automotive accessories, has appointed the Bettman Advertising Agency, of that city, to direct its advertising account. Magazines and direct mail will be used.

Appoints Woodman-Stewart

The Tripp Manufacturing Company, Chicago, automotive accessories, has appointed the Woodman-Stewart Company, advertising agency of that city, to direct its advertising account.

Joins Simmonds & Simmonds

M. B. Herber, formerly with the Bert L. White Company, has joined the organization of Simmonds & Simmonds, Inc., Chicago advertising agency.

Humorous Advertising for a Serious Matter

Aetna's Campaign Has Been So Successful That It Has Brought a 25 Per Cent Increase in the Advertising Appropriation

IN 1930, the Aetna Casualty and Surety Company, a member of the Aetna Life Group of Hartford, Connecticut, changed from conservative institutional advertising that had been traditional among insurance companies to a humorous type that presented interesting cartoons showing everyday reasons why prospects should "Aetnaize." So well did this light treatment of a serious subject appeal, not only to buyers of insurance, but to agents over the country, that the company in 1931 is increasing its advertising appropriation 25 per cent.

According to Stanley F. Withe, advertising manager, returns from the 1930 campaign were far ahead of anticipations, so far ahead that the company has decided to increase its advertising along these humorous lines.

"Our 1930 effort was a rather revolutionary step in insurance advertising," says Mr. Withe-

"Previously our campaigns had been based on a consistent presentation of the institutional pattern of impersonal dignity. Size of company and long years of business life were basic themes, along with an appeal to deep-rooted human fear instincts.

"We decided last year that, while the company background was important and while fear instincts must be appealed to, there was no real need to make this appeal through ponderous preachments backed by heavy statistics and ghastly examples of the incalculable possibilities for disaster inherent

in every human activity. The self-same instincts could be touched, we decided, in a human vein. Accordingly, we developed a light-

[illegible]

Aetna's Advertising Is Concentrated on Automobile Insurance

hearted appeal, and although we had anticipated good results, we were frankly surprised at the returns this new type of advertising brought."

The mainstay of the 1930 Aetna campaign, as described in PRINTERS' INK for April 24, 1930, was the cartoon. In all layouts there was featured a humorous drawing which illustrated, in a striking and human way, situations that arise daily in the life of every person and which, if there is no insurance protection, are apt to be hard on the bank account. Copy, written in the same light vein, carried a

Reach 2,500,000 Instead of 1,250,000

Half of Los Angeles' 2,500,000 retail customers live outside the city limits of Los Angeles—in the suburban municipalities, nearby cities, and the densely-populated surrounding fruit-growing districts.

The Los Angeles Times is outstanding as the medium for reaching this surrounding shopping population.

The Times not only has a larger circulation among these outside consumers than any other Los Angeles newspaper, but this circulation is carrier-delivered, goes straight to the homes, and is read with confidence and respect.

As non-resident advertisers become more familiar with the affect of climate on the spread of population in this market, they more and more single out the Los Angeles Times either as their sole medium or as the backbone of their Los Angeles campaigns.

Among Los Angeles advertisers who seek more than a city or neighborhood distribution, over 1,700 during the year 1930 used the Los Angeles Times exclusively.

Taking the three Los Angeles newspapers which purport to render a market-wide coverage, the Los Angeles Times, during 1930, led in: Department stores—shoes—financial—women's clothing—amusements—restaurants—drug stores—foods and markets—hardware and heating—real estate—schools—agricultural products—hotels—transportation—toilet sundries—and miscellaneous advertising.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresser Co., 260 N. Michigan Bldg., Chicago, 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 743 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

pertinent and convincing message.

Such layouts appeared in full-page advertisements in approximately a dozen weekly and monthly magazines. Reduced to two columns, they were sent to 25,000 Aetna agents for use in local newspaper advertising, paid for by the agents, at the same time they appeared nationally. Agents also received one-column mats carrying a small cartoon and the same humorous appeal, to be used between appearances of the larger advertisements.

Following the lines laid down in 1930, the company in 1931 is planning to concentrate its increased appropriation on automobile insurance. Copy and illustrations will first establish, in an easy-to-read-and-understand way, the need for motorists to have public liability and property damage coverage. This will be done, first, because of the rapid spread of laws that definitely place and enforce financial responsibility and, second, because of the growing tendency of juries to render accident verdicts so high as to wreck the purse of the ordinary uninsured driver.

A national background will be given to this campaign by pointing out that, as every motorist is likely to come under these laws by living in or driving through a State where one is operative, adequate protection should be sought in Aetna's coast-to-coast organization.

"A major reason for this strong emphasis on the coast-to-coast organization," explains Mr. Withe, "is the fact that our 1930 campaign, with its light touch, was so widely accepted by these agents who make up the group. Considering that last year's was such a radical departure from the advertising we had been doing, we anticipated a certain number of complaints from within the organization. On the contrary, however, not only did we receive no complaints, but local newspaper advertising, which is financed by the agents themselves, increased over 200 per cent."

Letters from agents during the year gave concrete evidence of the power of this humorous appeal to bring customers to the agents' of-

fices. While direct returns of this sort admittedly are not to be expected every day from national advertising used only to create consumer acceptance of the company's coast-to-coast service, the letters indicate the impression which the humorous-style campaign has made on both consumers and agents. And because the reaction of the agents was all-important to the company, indicating as it did, growth of business all over the country, the company extended the cartoon motif to other ways of tying-in the local agent to the national campaign.

Each magazine advertisement was reproduced in three-color window posters. A still further extension of the humorous appeal was made by putting the cartoons into animated pictures with sound and music accompaniment. These were used in local theaters as trailers to feature pictures.

Death of F. A. Sperry

Frederick A. Sperry, who was for nearly forty years engaged in the advertising agency business at Chicago, died at Oak Park, Ill., last week. He was with Critchfield & Company, of which he was one of the founders, during his entire advertising career.

A native of Connecticut, Mr. Sperry came to Chicago as a young man in 1892. In that year he became associated with Frank B. White, the late Elmer E. Critchfield and others in the founding of the agency that is now known as Critchfield & Company. He was secretary of the company for some years and in 1913, when Mr. Critchfield became president and the agency assumed its present name, he was elected vice-president. He continued in that capacity until 1917, when he retired from executive responsibility.

Subsequently and until the time of his death he continued as a director of the company and maintained a somewhat active part in its affairs. He was sixty-six years old.

R. R. Stephens Joins Cabot Agency

Rockwell R. Stephens, formerly with the Roche Advertising Company, Chicago, has joined Harold Cabot & Company, Inc., Boston advertising agency, as an account executive.

J. Walter Thompson Opens Office at Osaka

The J. Walter Thompson Company has opened an office at Osaka, Japan. David R. Erwin will be in charge.

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DURING 1930

Food and Grocery Advertisers Used MORE SPACE

in

The Pittsburgh Press Than in Any Other Newspaper, Anywhere

*Facts based on RETAIL and GENERAL Food and Grocery classifications
as contained in the official 1930 Media Records Reports.*

The Pittsburgh Press

A Scripps • Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

FIRST IN PITTSBURGH • IN ADVERTISING VOLUME • SIXTH IN UNITED STATES

Outside the "Spotlight"

THERE'S a lot more to a good car or plane than gleaming body and luxurious appointments, than great motor and trim fuselage. Underneath, out of the spotlight, are rugged chassis and co-ordinated working parts, sturdy frame and stout struts.

Good advertising campaigns are like that—built on sound research of product, processes and markets; plans based on straight intelligent thinking; talents focused on effective presentation and interpretation, whether the material be for the spotlight of major media, or for necessary supplementary efforts.

Trade paper advertising, necessary to most properly planned advertising programs, receives the same painstaking attention in this office as does material destined for a greater share of the spotlight.

Williams & Cunnyingham
Advertising

6 N. Michigan Avenue • Chicago

PHILADELPHIA



ROCKFORD



Bendix Aviation Corporation . . . Chicago . . . New York

Bendix Airplane Wheels and Brakes . . . Scintilla Aircraft Magneto
Eclipse Aviation Starters and Generators . . . Stromberg Carburetors
Airplane Propellers . . . Delco Aircraft Ignition . . . Marine
Instruments . . . Pioneer Instruments . . . and other equipment

One of a series of
trade paper back covers

LET US DISCOVER SOME NEW PROSPECTS FOR YOU

we're finding plenty for ourselves

We believe in Direct Advertising! For we are continually putting it to the test of uncovering new prospects for our own business.

—and it makes good unfailingly.

It is indeed a happy revelation to the executive who is looking out over a seemingly bleak sales horizon to discover, through a steady trickle of returning coupons, that there IS business after all.

Our Direct Advertising Department has proven repeatedly to a long list of important clients its ability to locate the hiding places of people who have money to spend these days.

Let us show you, too.

ISAAC GOLDMANN
▲▲▲▲COMPANY▲▲▲▲
FOUNDED 1876
PRINTING OF EVERY DESCRIPTION
80 LAFAYETTE STREET—NEW YORK, N. Y.
▲▲▲▲TEL. WORTH 2-6080▲▲▲▲

Advertising That Dramatizes 1931 Values

ALTHOUGH the public is aware that prices in general are on the down trend, it has not yet adjusted itself to a knowledge of where and how these reductions are being effected. One means of course of explaining these new prices is through advertising, but even in this way it is hard to pierce through the maze of generalities now being made about low prices and to focus attention on changes in values.

Weber and Heilbroner, men's clothiers, after considering methods of dramatizing new price levels, have adopted a window display campaign, tied up with newspaper advertising.

Taking the reopening of two of the company's downtown stores, which have just been remodeled and modernized, as a cue, they ran full pages in New York newspapers written in newspaper headline style to tell of their "1931 Value" presentations. The keynote of these full-pages was the window display in which these values were concretely being demonstrated.

In the window of these stores, they have arranged a display of various items showing present prices as compared with those of last year. This comparison is being made by means of cards which are placed alongside each item of merchandise and which carry a brief explanation of the how and why of the price reduction. Where there has been no reduction in price, but a better value offered or a combination of the two, an explanation is also made on one of these cards.

For example one card placed alongside a display of Resilio ties, on which no price reduction has been made, reads:

**LUCKY CREPES ARE HERE AGAIN—
BUT BETTER**

The Lucky Crepe Cravats, the famous Resilio product, cost no more than \$1.50 this year, even though a luxurious jacquard silk lining has been deftly tailored in to supplement their beauty.

Many of these cards used in the window display show that both a reduction in price and plus value are being offered for 1931. This is shown in the copy from another one of the cards:

BETTER VALUE IN THE DOBBS HAT

Last Spring this type of Dobbs hat cost \$8.50. Today it is \$8, with the fur in the hat more mellow and of better stock. The band is better quality. The leather is wider and of finer grade. The coloring of the hat has been improved. The entire inside trimming is of superior materials and craftsmanship.

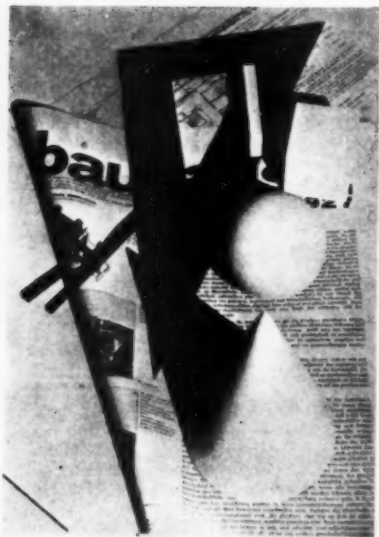
The use of these cards demonstrates in a clear-cut and what might be described as a "subtitle" manner the values of 1931 as compared with those of 1930. The presentation is given a touch of drama just as in the movies subtitles are inserted to describe the action of the story. Those who stop to look at these window displays—and it is surprising to notice how many men pause to read the cards—can follow mentally the savings made on each item in a complete outfit from head to foot this year as compared with last.

In featuring these windows in the full-page newspaper advertising, as mentioned before, the treatment was "newsy." After announcing the reopening of the two stores, in headline fashion, sub-headlines read as follows: "Comparisons Made on Prices of Clothing and Furnishings," "Windows Feature Specific Instances of Lower Prices on Items of Men's Spring Wearing Apparel, Even Where Quality Is Bettered."

Basically, this advertising is of the "reason why" type, and as such it would appear to be directly in accord with the current copy trend.

N. S. Gotshall with White Motor

Nelson S. Gotshall, formerly Eastern sales manager at New York of the Bishop & Babcock Manufacturing Company, Cleveland, has been appointed assistant to the president of The White Motor Company, also of Cleveland.



First Award—Herbert Bayard, Berlin. Cover Design for an Announcement of "Bauhaus," German Art School



Second Award—Paul Iribe, Paris. Design for Catalog Cover of Draeger Freres, French Printing Establishment



Honorable Mention—Baron de Meyer, Paris. Fashion Photograph for "Harper's Bazaar"

What Foreign Advertising Photographers Are Doing

A Collection of Foreign Commercial Photographs Assembled by Abbott Kimball to Be Exhibited

COMMERCIAL photography has made great strides in America during recent years—and increased use of photographs in advertising has stimulated the art. Advertisers have encouraged photographers to improve their work both artistically and technically. The results are evidenced in the many interesting and beautiful photographic illustrations in current advertising.

Few of us know of the contributions to commercial art being made by European photographers. Are they producing pictures worthy of study by us? Have they discovered any new techniques? Are they experimenting along any new lines? Are they breaking away from photographic traditions, and if so are their new trails worth following?

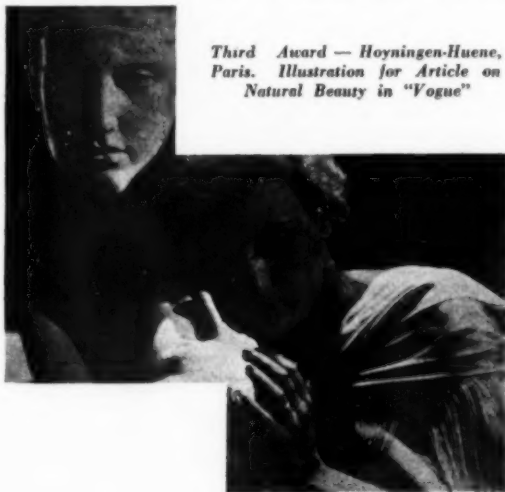
These are some of the questions that Abbott Kimball hopes an exhibit of photographs which he has assembled will help answer. Mr. Kimball, a member of the advertising agency of Lyddon, Hanford &

Kimball, has spent some months in gathering examples of the best commercial and industrial photography from the following eight European countries: England, France, Germany, Holland, Hungary, Italy, Russia and Sweden. Starting next week, these pictures will be on exhibition at the Art Center, New York, for two weeks. Later they will be exhibited in various other cities.

In order to obtain an expert opinion of the pictures, a jury of specialists in various branches of art and illustration was asked to select those it considered particularly good examples. The jury was composed of the following:

Dr. M. F. Agha, art director, Condé Nast Publications; Richard Bach, director of industrial relations, Metropolitan Museum of Art; Alon Bement, director, Art Center; J. M. Bowles, Wm. Edwin Rudge, Inc.; Guy Gaylor Clark, president, Art Directors' Club; René Clarke, Calkins & Holden, Inc.; Burton Emmett, Newell-Emmett Company; D.

Third Award — Hoyningen-Huene,
Paris. Illustration for Article on
Natural Beauty in "Vogue"



W. Griffith, motion picture producer and director; Kathleen Howard, New York fashion editor, *Harper's Bazaar*; Ira Martin, president, Pictorial Photographers of America; Wallace Morgan, president, Society of Illustrators; John Clyde Oswald, president, Art Alliance of America; Joseph B. Platt art director *The Delineator*; Lee Simonson, president, American Union of Decorative Artists & Craftsmen; and Joseph Sinel, designer.

The three photographs that were awarded prizes by the jury and one of those receiving honorable mention are reproduced on pages 70 and 71.

A photograph by Herbert Bayard, of Berlin, received the first award. It was used as a cover design for an announcement of "Bauhaus," German school of modern art. This school has been an active sponsor of the cubistic technique in art.

The second award winner, by Paul Iribe, of Paris, loses in reproduction. The original is in color—an all-over tint of yellow with shadings of green. This picture also served as a cover design, for a catalog of Draeger Freres, French printing establishment. The text in the picture reads: "A catalog printed by Draeger will be for you, Monsieur, an ambassador of great prestige." This photograph was chosen for its effective design. Before making a final decision on this winner the jurors discussed for some time the question of whether retouching should eliminate a picture from consideration. It was decided that the final effect should be the determining factor and not how it was obtained.

The third award was not chosen for any one particular point. It was agreed that it was excellent from every point of view. It served as an illustration for an article in *Vogue* on natural beauty; the composition was considered good and it was voted perfect from a technical standpoint. This photograph was made by Hoyningen-Huene, also of Paris.

Five other photographs were given honorable mention. One of these, by Baron de Meyer, Paris, is reproduced here. The others were by Man Ray, of Paris, Moholy-Nagy, of Berlin, Alban, of

Paris, and Florence Henri, of Paris. The Man Ray picture was selected because of the technique employed. It was not taken with a camera; it was made by holding objects against sensitized paper. The jury believed that this "photogram" technique is something that should be studied by American photographers and advertisers because of the peculiar effects that it is possible to secure with it.

Appoint Strang & Prosser

The First Seattle Dexter Horton National group and its affiliate, the First Seattle Dexter Horton Securities Company, have appointed the Strang & Prosser Advertising Agency, Seattle, to direct their advertising. The group comprises nine banks on the Pacific Coast.

Strang & Prosser are also handling the advertising of the Alaska Steamship Company and of the Paul E. Williams Company, financial investment firm. The Alaska Steamship account will use magazines and Pacific Coast newspapers. The Williams' account will also use Pacific Coast newspapers.

M. E. Forbes, Vice-President, Oliver Farm Equipment

Myron E. Forbes has been appointed vice-president in charge of financial matters of the Oliver Farm Equipment Company. Mr. Forbes was president of the Pierce-Arrow Motor Car Company until its purchase by Studebaker.

C. E. Austin Joins Touzalin Agency

C. E. Austin, formerly with Blackett-Sample-Hummert, Inc., Chicago advertising agency, has joined the Charles H. Touzalin Agency, also of that city, as an account executive.

Death of B. A. Bolt

Byron A. Bolt, for eleven years sales manager of the R. R. Donnelley & Sons Company, Chicago, died last week at Morgan Park, Ill. He was fifty-one years old. Mr. Bolt was one of the founders of the Advertising Council of Chicago.

Chemical Account to Lesan

The Bonide Chemical Company, Utica, N. Y., agricultural chemicals, has appointed the H. E. Lesan Advertising Agency, Inc., New York, to direct its advertising account. Farm publications will be used.

Silk Account to Redfield-Coupe

The Catoir Silk Company, New York, manufacturer of vestings, facings and linings, has appointed Redfield-Coupe, Inc., advertising agency of that city, to direct its advertising account.



There's a Two-fold Meaning to The Star's Lineage Record for 1930

Of all newspapers throughout the country the Washington (D. C.) Star stands fourth in the aggregate number of lines of paid advertising printed during 1930.

The Washington (D. C.) Market, extending for a radius of 25 miles around the National Capital into Maryland and Virginia must offer inviting prospects to warrant such a volume of advertising. That's one point which results clearly prove.

The other demonstrates conclusively that **ONLY ONE NEWSPAPER** is needed to cover **COMPLETELY** this entire market—for 97% of the circulation of The Evening Star and 96% of The Sunday Star is confined within this shopping area.

Washington provides an attractive market, and THE STAR the ONE NEWSPAPER necessary to reach it.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Member
*The 100,000 Group
of American Cities*

Chicago Office:
J. E. Lutz
Lake Michigan Bldg.

If you were writing YOUR

GO right ahead: put down briefly the hard-boiled specifications for the magazine that would be an ideal national advertising medium for your own use.

You want it to have the largest circulation, of course, for adequate market *coverage*.

You want that circulation to be *selective*, too, as insurance of the intelligence of your audience.

You want it to be genuinely national in *sweep*, paralleling the country's buying power.

You want it to be representatively American in *character*, confirming the editorial calibre of the medium and its standing with its readers.

You want it to be *paid-for-100%*, as evidence of reader *interest*.

THE SATURDAY

'AN AMERICAN

THE CURTIS PUBLISHING COMPANY



YOUR OWN TICKET

hard- You want it to be free from taint of arrears,
would installments, premiums, cut-rates or clubbing
r your offers, as indorsement of solid *value*.

on, of **O**KEH, you've written a top-grade ticket—you've
specified **THE SATURDAY EVENING POST**.
No other magazine in America measures up on all
these points!

That's why The Post carries the largest volume
of advertising of any national publication.

That's why more successful merchandising plans
are based on The Post alone than on all other
national publications combined.

If the truth about your merchandise will sell it, here
is the place to tell your story, and the time of times
to tell it certainly is now!

THE SATURDAY EVENING POST

CAN INSTITUTION*

NY INDEPENDENCE SQUARE, PHILADELPHIA

Buy All Typography By The Standard Of Advertising Ethics

We recognize this truth. It is more obvious now than ever before. Business can truly prosper only in the measure that it serves the other fellow ahead of itself. Therefore, we practise the same high-minded principles that rule the great profession of advertising with which we have the honor to work. No duplicity and no jugglery are tolerated. Ideals in business are by way of becoming the vogue again, and "typography that sets up an ideal," once in advance of the times, is now abreast of them.

ADVERTISING TYPOGRAPHERS OF AMERICA

National Headquarters, 461 Eighth Avenue, New York

Typography That



Sets Up An Ideal

BOSTON
The Berkeley Press
The Wood Clarke Press

BUFFALO
Axel E. Sahlin
Typographic Service

CHICAGO
Bertsch & Cooper
J. M. Bundscho, Inc.
The Faithorn Corporation
Hayes-Lochner, Inc.
Harold A. Holmes, Inc.
Runkle-Thompson-Kovats, Inc.

DENVER
The A. B. Hirschfeld Press

DETROIT
Geo. Willens & Co.

INDIANAPOLIS
The Typographic Service Co.

LOS ANGELES
Typographic Service Co.

NEW YORK CITY
Ad Service Co.
Advertising Agencies
Service Co.
The Advertype Co., Inc.
E. M. Diamant
Typographic Service
Frost Brothers
David Gildea & Co., Inc.
Heller-Edwards Typography, Inc.
Huxley House
Lee & Phillips, Inc.
Supreme Ad Service
Tri-Arts Printing Corp.
Typographic Service Co.
of N. Y., Inc.
Kurt H. Volk, Inc.
Woodrow Press, Inc.

PHILADELPHIA
Progressive Composition Co.
Kurt H. Volk, Inc.

ST. LOUIS
Warwick Typographers, Inc.

TORONTO
Swan Service

Why the Anti-Trust Laws Don't Need Overhauling

Times Have Changed but the Sherman and Clayton Acts Are Still Sound

By Roy W. Johnson

IN last week's article* I referred to the difficulties encountered in efforts to amend or modify the Sherman Act so as to make its provisions specific as applied to concrete practices. Those difficulties arise, not from any deficiencies in legal phraseology or lack of skill in its application, but from the very nature and purpose of the law itself. For in the strict sense of the word, the Sherman Act does not forbid concrete practices *per se*, but only certain results or effects which may follow the employment of the practice, and may not.

Section 1 of the statute forbids co-operative activities that are in restraint of trade. Section 2 forbids monopolies or attempts to monopolize. The remainder of the text deals with jurisdiction and penalties, and grants to injured parties the right to bring suit in the Federal courts, and to recover threefold damages. If the Lord's Prayer can be engraved upon a dime, it is probable that the whole Sherman Act could be etched on the surface of a quarter with room to spare.

The rule of action laid down in the first two sections was not new even in 1890 when the act was first passed, and it was not originated or invented in Congress. It had been, as a matter of fact, definitely recognized as a principle of the common law for several centuries. In Queen Elizabeth's time, and even earlier, the principle was applied in cases involving such activities as "badgering, forestalling, regrating or engrossing," and various statutes were passed from time to time embodying the principle, as every student of English history should remember. Indeed, at the time when the Sherman Act was under consideration, it was clearly

recognized as a valid rule of the common law in the several States, and cases were not infrequent in which it had been enforced by the State courts. The jurisdiction of a State court, however, is entirely inadequate to curb the activities of corporations and combinations operating on a nation-wide scale, which was the situation confronting Congress in 1890. In order to deal effectively with the situation, it was necessary to give the Federal Courts jurisdiction over these offenses against the common law, and this was done in the Sherman Act. It was defined from the floor of the Senate in these terms:

"A remedial statute to enforce by civil process in the courts of the United States the common law against monopolies."

What the Sherman Act Means

The first two sections of the Sherman Act are therefore in substance an attempt to express in the simplest possible legal language this abstract principle of the common law. Like any other abstract principle, it does not readily lend itself to embodiment in specific and concrete phraseology. But vague and ambiguous as it may be, I doubt if even the severest critic of the Sherman Act can fail to understand what it really means. It means that no acts are to be tolerated that interfere with the basic and fundamental right of industrial liberty—the right of every man freely to choose his occupation, and to labor in it and produce without molestation. It includes also the rights of the public to enjoy the benefits of industrial progress without oppression or exploitation.

Times and conditions change, to be sure. Old methods and practices are abandoned, and new policies and activities take their places. The situation today is not what it

*"Do We Really Want the Anti-Trust Laws Overhauled?" *PRINTERS' INK*, February 19, page 17.

was in 1890—or for that matter in 1776, or the day of the Spanish Armada. But it still remains entirely a question of fact as to whether or not a specific practice violates these public rights. At one time it may, and at another time it may not. The self-same practice under one set of circumstances may be clearly obnoxious, and under a different set of circumstances may be as plainly innocuous. Standing alone, it may be entirely harmless, but in association with other activities pursued at the same time it may work serious injury to competitors or the public. No legislation can cover specifically all of the possible associations and combinations of circumstances. Only the courts can decide, on the basis of the clear intent and purpose of the law, and with all the circumstances before them.

A Senate of High Intellectual Calibre

The Senate which framed the Sherman Act in 1890 wrestled manfully in the effort to fashion a statute which would prohibit objective practices, and it was a Senate of an intellectual calibre far surpassing any that we have had of late years, or are likely to get. The original bill presented by Senator Sherman and reported by the Committee on Finance was a measure of the sort that the Clayton Act set out to be: a rather lengthy list of specific prohibitions. When it reached the floor of the Senate, however, amendment followed amendment, exception piled up upon exception, until it became perfectly evident that there was no chance of completing that sort of a bill at all. The sentiment was almost unanimous in favor of the purpose of the law, but the job of framing a bill that would cover all the practices, actual and imagined, that might contribute to the evil, and all the exceptions under which the practices might lawfully be carried on, was simply hopeless, and endless. Instead of presenting a clear and specific rule of action, such a statute could only be confusing and bewildering.

Finally, in something like desper-

ation, it was voted to turn the whole jangled and discordant mess over to the Committee on the Judiciary, with instructions to report. The committee responded by tossing the whole thing overboard, and presented a new bill almost identical in terms with the law as finally enacted. This bill was passed by the Senate with only one vote in the negative.

It is interesting, and perhaps significant, to note that much the same disposition was made of a similar problem in England. In 1874 or thereabouts, Parliament gathered the various and sundry specific statutes against such practices as "badgering, forestalling, regrating and engrossing" and repealed them, substituting two short paragraphs which in substance and effect are almost identical with the first two sections of the Sherman Act.

Experience has amply demonstrated the truth of Senator Sherman's statement that legislation can do no more than lay down a rule of action. It cannot draw a precise line between lawful and unlawful activities, because that is always a question of fact in any specific case. Only the courts can decide, and the less the courts are obliged to pick their way through the bramble tangles of statutory verbiage, the more nearly can they decide these questions of fact on the broad basis of the public interest, and the better for all concerned.

The Spirit vs. the Strict Letter of the Law

If conditions have really changed to such a degree that it is in the public interest to relax or liberalize the application of the principle expressed in the Sherman Act, the courts may be relied upon to do it. They do not function in a vacuum, but in an atmosphere, and judges are not less sensitive than other men to the demands of their times. That very vagueness and ambiguity of the statute which is so often deplored affords a broad latitude for interpretations that are in accordance with the spirit rather than the strict letter of the law, and the "rule of reason" established by the

Supreme Court will take the interest of the public in the Congress when tail for the co-ordination of the Supreme Court's interest in the industry of the insurance companies by the Legislature; it is those in the or "H

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Supreme Court in 1911 is sufficient warrant that changed conditions will not be ignored.

Those business men who are interested in maintaining their rights of individual initiative and independent action will, it seems to me, find those rights considerably safer in the hands of the courts than in the political arena presided over by Congress. If the time has come when it is really advisable to curtail or circumscribe those rights for the purpose of controlling or co-ordinating production, it will be wiser to have the specifications drawn in the atmosphere of the Supreme Court than in that of our modern Senate. If the public interest now demands that we surrender a part of our time-honored industrial liberty for the sake of insuring ourselves against future depressions, the extent of the surrender would better be measured by the spirit of legal tradition than by political expediency.

Let's not make any mistake about it; a surrender or curtailment of those rights is inevitably involved in the demand for "modification" or "liberalization" of the law. The

right to co-operate and combine for the purpose of controlling production is worthless without the power to restrain members of the combination from violating their agreement, and the right also to prevent new producers from entering the field. The only way to "control" production is to control it, no matter what euphemisms of language may be called upon to disguise its nakedness.

I doubt very much if the public interest really demands anything of the sort. But if it does, it certainly does not lie within the wisdom of Congress to prescribe the metes and bounds of it. Only the courts can do that by the slow process of making concrete applications of the principle in specific cases as they arise. Slow and laborious as the process undoubtedly is, it remains the only safe course to follow.

A Congress which with some show of justification can be accused of "playing politics with human misery" is hardly an appropriate source from which to derive a limitation of basic and fundamental rights.

What Groucho Says

Biddle Wants to Know What Will Pep Up Business

HELLO Biddle! Come on in and smoke a fog. What'll pep up business? Kill some of your salesmen and hire some guys who never knew there was a panic. Had a chance to eavesdrop one day when one of your men was talking to a dealer. Started telling him how many less than nothing of orders he'd taken in the last week. Fine idea to fix in the mind of the fellow he wanted to sell to! "Nobody's buying, Mr. Dealer, so please buy." Great idea. Good as Eddie Cantor's joke that not even the fellers who don't intend to pay anyway are buying now. Oh, don't take out your notebook. I don't know your salesman's name and I won't tell you what territory it was in either. I don't propose to be the guy to get that fellow fired when you're the

man who's to blame for it all.

Oh, don't get mad. Sure, you're the guy who's to blame. I know that fellow's talk is only an echo of your home office. I've got the same dope in your home office myself and you're the boss. The salesman picks up the gloom that's around his territory, does he? Well what kind of T.N.T. are you putting into his blood to make him dispel that gloom?

Tell you what's the matter, Biddle. Oh, yes, I'm like everybody else. I can always tell what's the matter. Right now everybody's still too damn proud of the fact that he's lost money and still lives. I mean it. The blamed old panic has been an adventure which we have enjoyed. We enjoy anything we can holler about, you know. Why, Biddle, you've been nursing

grief yourself so long now that you'd be insulted if anybody cheered you up. Why, man, you're gonna enjoy that bum leg show I'm gonna take you to tonight. You are going to have that delicious feeling when the curtain goes up, "Now, I can cast aside the burden of my cares for a few hours." Show won't be much good, but that feeling of release from martyrdom will make you think it's a great show.

'Cording to your nature you gotta worry about something, couldn't be happy without it. But don't be a hog about it either. Last year you enjoyed enough worry for ten years. Depression hangs on because so many conscientious business men like you need an excuse for a drink. How can you drown sorrows if you ain't got no sorrows?

Got a proposition for you. Let's go and get one drink just because it tastes good and for no other reason in the world. You're on?

GROUCHO.

Spokane Estimates Profit from Tourist Campaign

A profit of \$1,885,790 was returned to Spokane from 1930 auto tourist travel, it has been estimated by the publicity-tourist bureau of that city. This city recently carried out its fifth consecutive advertising campaign which brought 23,119 inquiries to the Spokane Chamber of Commerce. This advertising appeared in national and travel magazines and newspapers prior to the opening of the summer season.

Transferred by Brown-Bigelow

Ellis J. Perrin has been placed in charge of the Milwaukee office of the Brown-Bigelow Company, Minneapolis, "Remembrance Advertising." He succeeds Don Roberts, who has been transferred to the Detroit office management.

Flying Club Appoints Edward William Rose

The Edgewater Flying Club, Inc., Chicago, has appointed the Edward William Rose Company, of that city, to direct its advertising account.

Appointed by Allied Paper Mills

Courtney H. Reeves has been appointed sales manager of the Chicago office of the Allied Paper Mills, Kalamazoo, Mich.

The Recorder Printing & Publishing Company, San Francisco, has appointed F. J. Glunk as its advertising counselor.

Thoughtful and Practicable

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY
FORT WAYNE, IND.

Editor of PRINTERS' INK:

I read with a great deal of interest the article on page 113 of the January 15 issue of *PRINTERS' INK*, and want to offer congratulations to the author.

This article so impressed F. W. Rowland, secretary of our corporation and general office manager, that he asked me if I knew who Mr. Miller was. If it is consistent with your policy, I'd be interested to know in order to be able to tell Mr. Rowland who Mr. Miller is.

Personal efficiency happens to be a hobby subject of mine; for many years I was editor of *Personal Efficiency Magazine* and I believe that occasional articles of the type Mr. Miller has contributed if they are as thoughtful and practicable as his, have a real place in *PRINTERS' INK*.

E. P. HERMAN,
Advertising Manager.

[The article to which Mr. Herman refers is "Here's to the Clock Watcher!" Its author, Alex. M. Miller, is director of advertising of the Chrysler Corporation of Canada, Ltd., Windsor, Ont.—Ed. *PRINTERS' INK*.]

Taxicabs to Carry Automatic Advertising Device

The Adometer Corporation of America, sponsored by the Checker Cab Company, has been organized at New York. It is introducing a new advertising medium, use of which already has started in Chicago. The Adometer is an automatic device which displays copy with marginal limits of 3 inches by 6½ inches. The advertising is illuminated and the device shows each advertisement in sequence. The Adometer company is arranging to have its device installed in taxicabs and other public service vehicles, sale of space to be controlled by the corporation.

At present in Chicago the Yellow Cab Company is carrying the Adometer in about 125 cabs as an experiment. Installations will be continued to cover 400 cabs out of a fleet of 2,500 to determine public reaction to the device in a test period of about six months.

Z. L. Potter Leaves Mohawk Carpet

Z. L. Potter has resigned as director of distribution of the Mohawk Carpet Mills, Amsterdam, N. Y. Before joining the Mohawk Carpet Mills he was president of The Z. L. Potter Company, Syracuse and New York advertising agency, now Barlow, Feeley & Richmond, Inc.

"Hotel Bulletin" Adds "Nation's Chef"

Nation's Chef, Chicago, has been combined with *Hotel Bulletin*, of that city, effective with the February issue. The name becomes *Hotel Bulletin and The Nation's Chef*.

* **85%**

**Advertise in
CHAIN STORE
AGE**

* Of the 332 companies advertising to the Chain Store Field in January, 281 or about 85% used Chain Store Age. 254 or 76% used Chain Store Age exclusively.

First — by a wide margin

CHAIN STORE AGE
93 Worth Street New York City

*Small towns
on the way out?*

THE CENSUS



***The 1930 census
will show the following popu-
lation changes—1920—1930—***

Farms	12.53% decrease
Towns under 10,000	26.83% increase
Towns over 10,000	29.17% increase



it?

S SAYS NOT...

More interesting to various people who have been predicting the extermination of the American village, are the following population per cent increases—1920—1930—

Towns under 2,500 34.73% increase

Cities over 500,000 27.24% increase

The
HOUSEHOLD
MAGAZINE

A Capper Publication • Arthur Capper • Publisher
New York Chicago San Francisco Detroit
Cleveland Topeka Kansas City St. Louis

GOOD HOUSEKEEPING

*announces the
re-appointment of*

MR. E. W. TIMMERMAN

to its Advertising Staff
with headquarters in its
Chicago office

For the last five years MR. TIMMERMAN
has been associated with the Chicago
office of Erwin, Wasey & Co.

Injecting Motion Picture Drama into the Photographic Picture

Action, Artistry as to Lighting and Composition, Vigorous Story-Plot and Uncommercial Handling of Figures in the Camera-Made Illustration

By W. Livingston Larned

THE camera is always obedient to the operator and results secured depend upon the quality of experience which goes into every detail of an exacting profession. The amateur will stumble upon really fine things by accident only.

Photography in advertising has progressed cautiously, from quite liberal and commonplace reproductions of subjects of various kinds to a comparatively new innovation—the camera study that is as thoroughly alive, as artistic, as beautifully composed and as scientifically rendered in every way as the flashing reels of film which come before our eyes in the motion picture theaters.

The very fact that people see this excellent professional photography day in and night out makes them more experienced in passing judgment upon advertising illustrations of the same family. They know a good thing when they see it; they are equally sensitive to poor or commonplace photography. Much is expected.

One of the transition periods of advertising photography incorporated the typical studio product, where hired models went through their paces, directed by indifferent talent, against obviously superficial background sets. Such pictures looked what they were—makeshift, and often too hastily thrown together.

Their chief fault, perhaps, was the stiff and unreal posing of the actors in the little advertising play-

lets. You could see that they were manufactured from a scenario. They lacked that most important of all qualities—freedom from affectation. Models had that "look-at-me" self-consciousness.

Modern photographic figure compositions depart widely from the



Cocacola Illustrations Are Notable for Their Naturalness and Dramatic Interest

old scheme of operation. Everywhere you see examples of a new art, a new sense of beauty and of figure, story-telling drama. And the better pictures suggest, to no small degree, the vivid expressionism of the motion picture studio or outdoor "location," where high-priced experts, in every possible department, see to it that the camera speaks a language of its own.

Some of these newer advertising camera pictures seem almost to have been clipped from a reel of movie film, so heavily charged they are with every requisite movement,



There Is Not the Slightest Hint of Posing in This Whiz Anti-Freeze Photographic Illustration

artistry and compositional art. One is never conscious of the "man behind the camera" in passing upon their merits as related to the advertiser's story. They lack the forced, posed atmosphere. And wherever possible, they have outdoor settings. In this respect, also, they veer widely away from a heavy percentage of former studio settings with decidedly makeshift background material.

Unquestionably, it is this open-air quality which is responsible for the new and more pleasing spirit so characteristic of innumerable campaigns. When an advertising photographer sets forth today on a series, his equipment and his staff compare favorably with that of the motion picture cameraman at his best.

The practice is to have a story-editor go along. He is familiar with the text and the special appeal of the particular advertisement. He has drawn up in his own mind the specifications for each and every illustration. And the artist, in all likelihood, has given him a set of rough, preliminary sketches. These show not alone the subject of the picture, but its placing in the complete composition.

The cameraman is experienced in lighting, in the staging of his people, and in the sundry tricks and artifices of technical manipulation. Another point should be looked upon as significant: The

characters in these outdoor scenes are not necessarily professional models. Characterization today demands more than a costume and some grease paint, and it is not difficult to find persons who will pose, either at no cost or at a quite nominal sum.

The Cycle Trades of America used photographs last year in its "Ride a Bike" campaign of the special type referred to in this article. The noon hour at an industrial plant, as one of the subjects, pictured with great camera skill genuinely interesting factory workers lined up against a sunny stretch of plant wall eating their lunches, while two of the more ambitious employees were just mounting their bikes to whiz home for a hot snack.

This was all accomplished with a spontaneous freedom from even the slightest hint of posing or of trained actors brought there for the purpose. It might well have been photographed under ideal circumstances at a factory site with the camera hidden and the characters wholly unaware of the fact that they were being put upon a glass plate.

You must have seen advertising pictures in which the models seem always conscious of the presence of the camera. They can't for a moment forget they are posing. It is a make-believe situation in which they find themselves, with a di-

rector shouting at them from the sidelines.

That the public should immediately recognize the difference in camera art must be apparent. As has been suggested, the motion picture screen has supplied a liberal education in this respect. The stiff and stilted and uncompromisingly commercial subject has seen its final day.

A goodly share of the Listerine toothpaste photographic illustrations are cheerfully free from bromide poses and conventional sets. And the photographer, in this case, added to interesting and artistic themes the attraction of unique perspectives. A notable example was the study of a yacht crowded with vacation fun-lovers, snapped from one of the masts, in an adroit look-down point of view. It bore none of the now familiar earmarks of a posed subject, trained models and painfully manufactured enthusiasm, atmosphere and action. It was genuine.

Practically all of the new Eastman Kodak illustrations have been fittingly unposed and spontaneously natural. For such a product, this is as it should be. But any student of fine photography, of compositions, of the possibilities of lighting, must at once observe that the figures and their gorgeous outdoor backgrounds are assembled into "paintings" free from all of the ugly and disturbing factors which once were characteristic of the ordinary "advertising photograph."

The keynote of the campaign has been "Romance" and it was necessary therefore to inject into every print the elements of youth, buoyantly happy, care-free hours, love and the hours of fleet life which must never be forgotten.

In order properly to establish the

background, it was necessary to select episodes and settings with the utmost care, and to have all of the illustrations wholly free from the "posed look."

The advertiser has snared these elusive qualities in one of the most pleasing series of photographs of



There Is Plenty of Drama in This Picture from an Anaconda Brass Pipe Advertisement

the year, and they echo the correct new spirit in every particular. They are life exactly as it is, untainted by professional studio "slips" and conventionalities.

A campaign for Quaker Oats has captured the same pleasing incidentals, whether it be a crowd of hungry school children racing down the street or a pretty lass at a county fair exhibiting her prize-winning pumpkin.

The rule of today appears to be: "Do not lug a crowd of professional models around with you. Snap the conventional, human scenes of everyday existence in an unconventional manner, and where possible, without too much stage directing, save when the subject

happens to call for an unusually elaborate story-plot. Above all else, avoid set situations and self-conscious action."

Some campaigns call for indoor "shots" and such exacting scenarios that the experienced model becomes indispensable, but studios are not what they once were, and pictures of this classification are wholly successful. On short notice it is possible to collect whatever background accessories are essential to the manuscript.

Cocoma camera illustrations often turn to household scenes familiar to the average family, and models who understand visualizing emotions are called into play. The husband who longs to remain in bed after the alarm clock has tinkled for his rising hour, and who is being expostulated with by the wife who knows he will miss his train, is a scenario typical of many in the series. All the humor of the situation is gotten out of the script by "players" who have been carefully coached in advance.

Continuing the parallel of the motion-picture idea, some of the photographs for Chase Alpha Brass Pipe might be mentioned, for they often combine straight camera work with retouching of the "trick" school, producing the most extraordinary results.

"Can't you see it? A real house," headlines one page, and a young couple look across an attractive, leafy stretch of ground on which they hope at some future date to build a home of their very own.

The ghostly representation of that house is introduced in phantom style, barely discernible. This portion of the picture was drawn upon the photographic print, in white outline, over which a limited amount of tint was glossed with an air-brush, thereby allowing at least some of the original scenic background to "show through." Similar effects are obtained by the double-exposure plan, which has been perfected during recent years for advertising purposes.

Summing it all up, modern advertisers are producing photographic illustrations which escape all of the former objections to

them, because they are nearer to "real life" and seem entirely spontaneous.

There is less "faking." If an advertising scenario calls for special costuming and whimsical settings, then they are gathered together for the one purpose, and the camera moves with motion-picture thoroughness.

Hollywood builds a Notre Dame or a Shakespearian village for a few seconds of screen display, and the advertiser is quite as conscientious when he sets to work to create atmosphere for an advertising picture to live its little day in a campaign.

All-Year Club Reports 3.9 Per Cent Campaign Expense

During 1930, a total of 96.1 per cent of every dollar subscribed to the All-Year Club of Southern California was invested in national advertising and publicity designed to bring winter and summer money-spending visitors to that area, according to a report of the club.

Again for 1930, as was the case for 1929 and 1928, the report states, the campaign overhead was only 3.9 per cent, comparing with 15 per cent which a survey of the United States Department of Commerce showed to be the overhead for the average community campaign.

C. E. Drake Joins Woodman-Stewart Agency

C. Ernest Drake, formerly with Faxon, Inc., Chicago advertising agency, and before that with the Campbell-Ewald Company, Detroit, has joined the Woodman-Stewart Company, advertising agency, also of Chicago, as a copy and contact man.

R. H. Montgomery to Direct Larabee Flour Sales

Robert H. Montgomery, formerly a member of the sales department of the Larabee Flour Mills, Kansas City, Mo., has been made sales manager and director of that company. He was at one time sales manager at Kansas City of the Washburn-Crosby Company.

Baker Furniture to Phelps

The Baker Furniture Factories, Inc., Allegan, Mich., with show rooms at Grand Rapids, has appointed George Harrison Phelps, Inc., Detroit advertising agency, to direct its advertising account.

Hall Whitelock, formerly with radio station WHK, Cleveland, has joined Radio Broadcasters of America, Inc., of that city.

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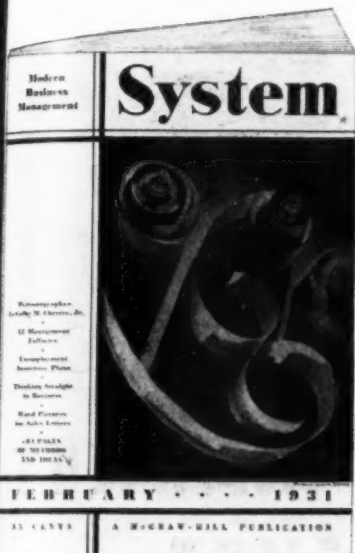
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**The FIRST LINE
Prospects for
Business
Equipment**

Men whose business needs demand modern equipment and who are financially able to buy it in volume—read **System**.

System's subscribers are selected by a large, ably trained circulation field force, following the well known McGraw-Hill system of Unit Coverage, to get those who should subscribe—men with an active, continuing interest in improved business operation—and to avoid those not so interested.

This circulation effort is aimed at the more highly rated business organizations, who do 86% of America's business.

The readers of *System*, therefore, form the most immediate and important line of buyers that a business equipment manufacturer has to sell.

Isn't this worth checking? Ask us
for proof!

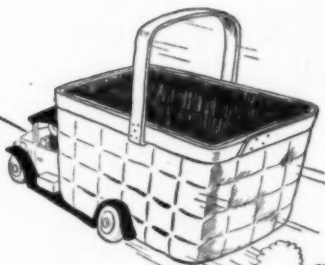
System

A MCGRAW-HILL PUBLICATION

Tenth Avenue at 36th St., New York

Boston . Philadelphia . Chicago . Cleveland

Detroit . St. Louis . Los Angeles . San Francisco



Opportunity in the **RURAL MARKET BASKET**

THE rural market basket... Speeding daily from the country home to the factory to be filled with merchandise... Emblematic of the wants of more than 60 million people living on farms and in towns of less than 10,000 — speaking our language, spending the same money, and moved by the fundamental American urge for better living.

To American manufacturers it provides untold opportunities for sales expansion.

Unhedged by tariff walls, unhampered by differences of language, customs and habits — rural America is the greatest free trade area in the world.

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THE

The Country Home offers manufacturers direct access to this unsaturated market — a preferred position for their products in the rural market basket.

For here is a magazine geared to the interests of the modern rural generation—reaching more than 1,500,000 families who are living to new standards, whose tastes and needs are setting new examples in rural home-making, family-rearing and material progress.

Advertisers in every field are piling up amazing testimony to the responsiveness of The Country Home's readers — confirming the evidence of editorial mail which gives a picture of rural living standards never before approached.

To manufacturers interested in new avenues for sales expansion — in presenting their sales messages to new consumer groups in a stimulating atmosphere of beauty and service — The Country Home offers an unduplicated opportunity.

THE

Country Home

*The Modern Magazine of Rural America
More than 1,500,000 Paid Circulation*

THE CROWELL PUBLISHING COMPANY, NEW YORK

Only Essentials were bought in 1930

DURING the past year buyers in all lines of business bought and paid for only the things they considered most necessary for their personal comfort or business welfare.

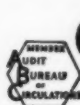
Printers, as a class, were no exception to this general rule, and yet more printers bought and paid for subscriptions to *The Inland Printer* in 1930 than did in 1929, and the subscription price paid was the highest in the field.

Printers and other business men are always ready to pay for value and likewise the value of a publication with such a paid list can be definitely measured by advertisers.

12,476 subscriptions to *The Inland Printer* were paid for in 1930. Actual cash subscription receipts were over \$53,000. This was in excess of the anticipated revenue at an average price of \$4.00 a year.

Over 76 per cent of the readers renewed their subscriptions.

Here is definite reader-interest and value for the advertiser.



The INLAND PRINTER

330 South Wells St., Chicago, Ill.
New York Office: One East 42d St.

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Industrial Relations Plan Furnishes Copy Angles

Standard Oil Company of New York Uses Full Page Newspaper
Advertising to Describe Pension Plan

IT has become increasingly obvious that the whole question of pension plans must be reconsidered in the light of recent developments in the field of industrial relations. There is no doubt that in all parts of the world management is thinking more seriously of what happens to the older employee, and the public has been made conscious that many concerns are rather heartless in their treatment of employees past the age of forty-five. Much space has been given in newspapers and other periodicals to the difficulty, even before the present unemployment crisis, that a man of mature years finds in securing a place for himself. Governors' conferences have given a large amount of time and thought to old age insurance as a step to unemployment insurance.

For many years the original Standard Oil Company, long before its dissolution, had pension plans. Many an old-timer remembers in the days when it was merely the kerosene business, how old drivers were able to spend their declining years in peace and comfort, and incidentally to act as consumers long past the years when others who worked for less enlightened companies did, because of the pension plan then in effect. Recently many companies with well thought out pension plans have found it advisable to tell the public about them, both because of the public's interest in the subject and because of the effect upon the morale of their own employees.

The Standard Oil Company of New York recently used full-page newspaper space to reproduce an editorial from the *Buffalo Courier-Express* under the heading, "What Socony is Doing for Socony Employees." The editorial in question, reproduced as advertising copy, told the news of a new pension and industrial insurance system announced by the Standard Oil Company of New York. The

net effect of the plan is that an employee retiring after thirty-five years of service will receive as an annuity approximately 70 per cent of his average pay. This new system, which displaces an older one begun in 1903, allows all men to retire at the age of sixty-five and women at the age of fifty-five, on annuities that amount to 2 per cent of their average previous salaries multiplied by the number of years in the company's service. In this plan both the company and the employees contribute to the source of the insurance, the company paying about three-fourths and the employees about one-fourth. At the end of the full-page advertisement the copy says:

"The new plan is an important contribution in the movement all over the world to insure economic independence to old age."

This last thought offers another reason why industrial relation plans offer a present-day timely suggestion for new copy angles. If pension plans can lengthen the purchasing power of thousands of individuals for from ten to twenty years longer than is the case under the present economic system, our structure would be on a sounder basis, for this added purchasing power would do a great deal to take up the output of our fast-working machinery. Thus we have, added to the public interest and the effect upon morale, this other angle of economic soundness at a time when people are thinking along those lines.

According to the National Personnel Association, almost 150 national advertisers now maintain some type of a service annuity or pension system.

The use of these plans in copy, as the Standard Oil Company of New York has done, or the inclusion of some news about it in the ordinary copy, might do much to start other employers working along these lines.

Chain Stores That Are Manufacturers and Vice Versa

The Indications Are That Most Chains Will Not Become Manufacturers of the Products They Sell—Nineteenth Article of the Chain-Store Series

By M. M. Zimmerman

CHAINS do not carry on manufacturing operations on so great a scale as many of us have been led to believe. Neither is there any indication that manufacturers will become competitors of chains in the retail fields by opening up competitive retail stores. From the evidence gathered, we find but comparatively few chains—and these are mostly the important national chains—that have gone into the manufacturing business on a large scale. In only one case have we found a chain that has developed a production national in scope. Not a single chain has been able to nationalize any of its own brands. We find in the food, drug, shoe and clothing fields outstanding cases of chain manufacturing operations on a somewhat extensive scale.

In the food field, the outstanding chain is the A & P, whose manufacturing operations compare in size and volume with many large national manufacturing enterprises. Its industrial activities may be divided into three classifications. First, the American Coffee Corporation, reputed to be the largest coffee buying and packing company in the world. It is estimated that A & P's annual coffee business approximates a minimum of \$50,000,000. Second, The Atlantic Commission Company, a buying and distributing organization for all its fruits and vegetables. Third, The Quaker Maid Company, which operates its plants for the production of its private-label goods.

A & P's complete manufacturing activities consists of fifteen meat-packing establishments under Federal inspection; fifty-three general storage and shipping warehouses; thirty-five bakeries; twenty-three produce warehouses; two butter warehouses; three cheese plants;

one creamery; one fish warehouse; two laundries; one printing plant; nine general food factories for canning fruits and vegetables and bottling jams, jellies and other similar products; nine milk plants; seven coffee roasting plants and six salmon canneries in Alaska. It is safe to say that these manufacturing activities contribute toward a goodly portion of A & P's volume—perhaps from 40 per cent to 50 per cent.

How Kroger Grocery and Baking Operates

The Kroger Grocery and Baking Company of Cincinnati, the second largest chain-store organization, operates slaughtering and meat packing establishments under Federal inspection at Cincinnati and Columbus, Ohio, and a sausage plant at Detroit. It has twelve bakeries; five dairies; one candy factory; one beverage factory; one coffee roasting plant; one packing plant for olives and other bottled goods; and sixteen warehouses.

Safeway Stores, Inc., operates forty-four warehouses; sixteen bakeries; three creameries and one candy factory.

American Stores Company owns a fruit and vegetable canning plant; one milk plant; eight bakeries and eight warehouses.

The First National Stores has four manufacturing and distribution plants located at Summerville, Mass., East Hartford, Conn., Providence, R. I., and Bridgeport, Conn.

The Summerville, Mass., plant and warehouse alone occupy seventeen acres of floor space, with a shipping platform where 137 auto trucks may be loaded simultaneously. The receiving platform is sufficient to take care of forty-two freight cars at one time. The

manufacturing department covers production in ginger ale and tonics, jams, preserves, salad dressing and a great variety of foodstuffs.

The National Tea Company operates one general plant and warehouse, and one baking plant. The MacMarr Stores on the Pacific Coast operate five bakeries; two creameries; six wholesale grocery houses; one coffee and spice plant; one printing plant and twenty-three distributing warehouses.

The Pender Grocery Company and the Southern Wholesale Grocery Co., Inc., combined under the control of National Food Products Corp., operate four warehouses; two bakeries and one restaurant.

In the drug field the two leading chains are also substantial manufacturers. The Liggett Drug Stores Company, through its affiliation with the United Drug Company, is one of the largest manufacturers of drugs, pharmaceuticals and toilet products in the country. These products are not only distributed through the Liggett chain of drug stores, but through the other chain affiliations controlled by Drug, Inc., the holding corporation for the vast array of chain retail and manufacturing enterprises. Competing in importance with Liggett, is the Walgreen chain of drug stores, second in size and volume, which also conducts an extensive manufacturing program and supplies every possible product for its nation-wide chain of stores.

In the shoe and clothing fields, there are also several outstanding chains in each field that produce all their own products.

In the food field the average chain which does some manufacturing limits its scope of operation. Bread and pastry, coffee roasting and tea packing are the most common products the chain usually engages in producing in its own plants. Packaging eggs and dry groceries such as peas, beans, rice, macaroni, etc., is also a common practice. There are several that operate complete creamery plants, manufacturing butter, buttermilk, milk and ice cream. Others add oleomargarine to their list of products. Chains are going into the

manufacture of soft drinks and carbonated beverages.

To give the reader a better idea of how extensively some of these large food chains go into the manufacture and packaging of their products, and also the type of products they either produce or have produced for them under their own brands, we reproduce here a list of products manufactured and packed by one large chain:

- *Acme Coffee
- *Ace Coffee
- *Ajax Coffee
- *Anchor Coffee
- *Acme Orange Pekoe Tea
- *Acme Mixed Tea
- *Acme Gunpowder Green Tea
- *Acme Young Hyson Green Tea
- *Acme Japan Green Tea
- *Anchor Mixed Tea
- *Acme Black Pepper
- *Acme Cinnamon
- *Acme Red Pepper
- *Acme Nutmeg
- *Acme Allspice
- *Acme Cloves
- *Acme Ginger
- *Acme Mustard
- *Acme Paprika
- *Acme White Pepper
- *Acme Celery Seed
- *Acme Whole Cloves
- *Acme Chili Powder
- *Archer Prepared Mustard
- Assorted Chocolates
- Chocolate Drops
- Chocolate Cherries
- Chocolate Mint Patties
- Chocolate Raisins
- Vanilla and Chocolate Fudge
- Fruit and Nut Fudge
- Salted Peanuts
- Peanut Brittle
- Jelly Beans
- Gum Drops
- Spice Drops
- Mints
- Cocoanut Crisp
- Chocolate Squares
- Chocolate Peanut Brittle
- *Acme Plain Olives
- *Acme Stuffed Olives
- *Acme Mixed Olives
- *Archer Olives
- *Acme Vanilla Extract
- *Acme Lemon Extract
- *King Ginger Ale
- *King Lemon Lime
- *King Orange Soda
- *King Root Beer

A complete line of Small Cookie Cakes and Crackers sold in bulk, as well as the following, sold in packages:

- Soda Crackers
- Graham Crackers
- Butter Crackers

*All these brands are fictitious names to hide identity of brands. The brand names Acme, Ajax, Anchor, Archer and King are used to show the number of different brands this chain uses in offering its own manufactured and packaged products to the consumer.

Oyster Crackers
 *Acme Rice
 *Acme Split Peas
 *Acme Lentils
 *Archer Ammonia
 *Archer Bluing

A complete line of round and bar Iced Layer Cakes.

*Acme Dark Fruit Cake
 *Acme Light Fruit Cake
 *Acme Fried Cakes
 *Acme Doughnuts
 *Acme Cup Cakes
 *Acme White Bread, loaves
 *Acme White Bread, twin loaf
 *Acme Rye Bread, loaves
 *Acme Whole Wheat Bread
 *Acme Raisin Bread
 *Acme Vienna Bread
 *Acme Sandwich Bread
 *Acme Tea Rings
 *Acme Pan Rolls

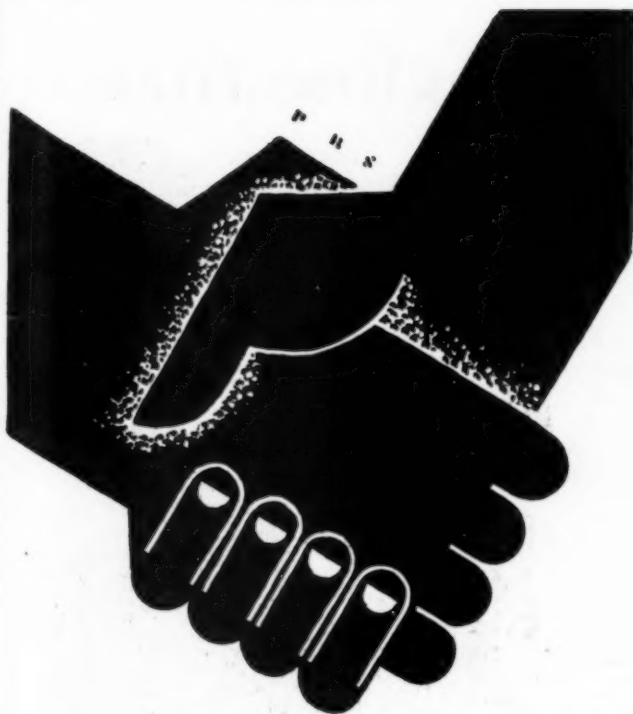
The following are packed under the chain's own label, and are in addition to the above Acme Products which it packs itself:

Apricots
 White Asparagus Tips
 Apple Butter
 Peanut Butter
 Pork and Beans
 Kidney Beans
 Cut Wax Beans
 Stringless Beans
 Blackberries
 Strawberries
 Raspberries
 Loganberries
 Catsup
 Chili Con Carne
 Sour Pitted Cherries
 Royal Anne Cherries
 Maraschino Cherries
 Country Gentleman Corn
 Golden Bantam Corn
 Shoepeg Corn
 Thousand Island Dressing
 Grapefruit
 Honey
 Pineapple Jelly
 Grape Jelly
 Plum Jelly
 Raspberry Jelly
 Evaporated Milk
 Marshmallow Cream
 Malt Syrup
 Bartlett Pears
 Pumpkin
 Prunes
 Sliced Sweet Pickles
 Dill Pickles
 Sour Pickles
 Sliced Peaches
 Half Peaches
 Tiny Peas
 Sifted Peas
 Sliced Pineapple
 Crated Pineapple
 Apricot Preserves
 Blackberry Preserves
 Cherry Preserves
 Loganberry Preserves
 Peach Preserves
 Pineapple Preserves
 Plum Preserves
 Raspberry Preserves
 Strawberry Preserves
 Fruit Salad
 Spinach
 Chili Sauce

Salmon
 Iodized Salt
 Free Running Salt
 White Succotash
 Golden Bantam Succotash
 Tuna Fish
 Tomatoes
 White Vinegar
 Cider Vinegar
 Pancake Flour
 Pastry Flour
 General Purpose Flour
 Sweetmeats of Wheat
 Quick Cook Oats
 Salad Dressing
 Sandwich Spread
 Pitted Dates
 Dates
 Currants
 Mince Meat
 Corn Flakes
 Orange Jell Powder
 Lemon Jell Powder
 Strawberry Jell Powder
 Cherry Jell Powder
 Raspberry Jell Powder
 Pimento Loaf Cheese
 American Loaf Cheese
 Dry Macaroni
 Dry Spaghetti
 Dry Noodles
 Butter
 Eggs
 Seeded Raisins
 Seedless Raisins
 Sausages
 Bacon
 Ham
 Smoked Meats
 Luncheon Meats
 Under the King name are carried:
 Soap Chips
 Soap Powder
 Scratch Feed
 Washboards
 Brooms
 Clothes Lines

The private-brand list of one drug chain totals over 820 items prepared in its own laboratories, and represents the every-day products sold in the average drug store. Studying the list we find among these items such products as coffee, corn remedies, mouth wash preparations, rat and roach paste, vanilla extract, zinc ointment, epsom salts, mustard powder, alcohol rub, bay rum, glycerine, olive oil, peroxide, witch hazel, shaving lotions, talcum powder, shaving creams, lipstick, sachet powders, perfumes, cod liver oil and mouth-wash.

When the chain is asked why it enters into manufacturing, the claim is that it is usually forced to become producer because of the tactics of the manufacturer. M. B. Skaggs, president of Safeway Stores, said: "Contrary to the practice of some concerns, Safe-



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CO-OPERATION is easy to pronounce, but difficult to practice. It covers a multitude of sins and serves as a shield for those who constantly plead for it and are anxious to get it, but who never give it in turn. Co-operation must be given before it can be gotten. Co-operation means to work with, as well as for, others. Co-operation is the motive power in collective accomplishment and the most potent factor in modern business. It is an elusive element and one that cannot be definitely charted. It is a creature of mind and will, as free as air, as difficult to confine and most appreciated when lacking. Its presence is felt rather than seen. The results obtained by and through Co-operation are the only conclusive evidence of its existence.

McGRATH ENGRAVING CORPORATION

PHOTO ENGRAVERS • ELECTROLYTIC HALFTONES • 509 S. FRANKLIN ST., CHICAGO

So close that you



THE ASSOCIATED BU
TWO-NINETY-FIVE MADISON AVENUE

you sometimes forget— the Dealer is your real Customer

DON'T peer so intently past the dealer that you forget he's there. The millions are *his* customers; *he* is *yours*. They can not buy your product until he has bought it. Your *first* advertising job is to sell him.

Nothing is so important to the dealer as his business. And no medium reaches him with the effectiveness of his own trade paper, dedicated as it is to the promotion of his business.

Thorough without waste, concentrated without disproportionate cost, the trade paper reaches every worth-while dealer and distributor in your field. And it reaches him at the spot where a message counts most—at his place of business.

No advertising campaign to the millions is complete without a foundation of Business Paper advertising to the thousands who buy in volume.

This advertisement, published in the interest of more effective advertising, is sponsored by the A. B. P., an association of leading industrial, technical, professional and trade publications pledged to maintain honest, known, paid circulation, straightforward business methods and editorial standards that insure reader interest. The readers of these publications are the men who can glut or clear the lines of production and distribution.



BUSINESS PAPERS, INC.
ADIS AVENUE, NEW YORK CITY

way entered the manufacturing business largely for the purpose of insuring the quality of the merchandise it wants to serve to its patrons. For instance, in our candy manufacturing department, we do a tremendous volume and by the elimination of selling expenses, Safeway Stores offer the public a higher grade of candy, of better quality and more carefully manufactured, at a price no higher and often less than they would ordinarily pay for quality which is not so good. The same thing applies to peanut butter, syrup and other articles which Safeway has found it profitable and practical to manufacture in its own plants."

We asked Mr. Skaggs whether he finds it possible for the chain to compete in production with the national advertiser who has specialized in manufacturing, who has established a standard for quality, a reputation for reasonable price and has proved it by the fact that he enjoys consumer acceptance all over the country. Mr. Skaggs replied, "Although capacity production is the cheapest system, still it is probable that when a manufacturer selling to different firms tries to reach quantity production, he is apt to sacrifice a few points in quality so as to make his merchandise acceptable to a great many price buyers. His sacrifice may be against his better judgment, but it is necessary if the product is to satisfy different buyers with widely divergent opinions."

"We do not at this time intend to institute a wide variety of Safeway manufactured products. Our retail experience proves that we can sell a quality item when backed with our personal guarantee and reputation, and our retail experience and merchandise knowledge should teach us which items it would be reasonable and profitable for us to attempt to manufacture."

Another large chain executive said, "It may truly be said, particularly in connection with our own company, that any production, and for that matter any article under our private label, has been practically forced upon us either because of the inconsistent attitude

of those from whom we are purchasing, or because we had difficulty in obtaining a product somewhere on a fair basis of cost. Even now after having done more or less production for fourteen to fifteen years, the percentage of what we produce ourselves is very small. Our desire is to function primarily as distributors and we do not wish to expand in the manufacturing any more than it becomes necessary."

In the five- and ten-cent store field, with one unimportant exception, all the leading chains are emphatic in stating that they have no interest in factories that produce any products they sell. H. T. Parson, president of F. W. Woolworth & Company, in stating why his company is not interested directly or indirectly in the manufacture of products, said, "We prefer to buy our merchandise in the open markets of the world so that we can take advantage of competitive propositions so far as price and quality are concerned."

J. S. Mack, president of G. C. Murphy Company, in telling why his company does not manufacture any merchandise, said, "We feel that we have a job to perform and we are out to make a good job of it—and that is to reduce the cost of distribution, which we consider is very high. We are satisfied to supply our customers the merchandise they wish, and in doing that we bend every effort to interpret their wants, and not to determine what they should have. We have found that manufacturers are willing to co-operate with us, and so long as that co-operation exists, we see no reason why we should go into the business of manufacturing."

A substantial chain of ladies' specialty garments, dresses, blouses, etc., confines its manufacture only to dresses. Between 25 and 30 per cent of its sales constitutes the merchandise it manufactures. Another important chain of department stores in the West is not engaged in manufacturing of any kind but will feature the merchandise from various manufacturers only under its own label. "We are heartily in

favor of the principle of featuring merchandise under our own brands and labels, because it confines the line to our own outlets and aids materially in reducing direct competition and increasing profit," was the reply of the president of this chain-store system to our request.

The J. C. Penney Company has only one manufacturing subsidiary. Originally, this one plant manufactured corsets. Recently, however, it has also been manufacturing several allied lines.

In the men's clothing field a number of chain stores have gone into the manufacturing business. Richmond Brothers of Cleveland, who operate approximately forty clothing stores, are considered among the more successful retail manufacturers. Another successful chain is Kappel & Marks of Brooklyn, who operate sixteen stores under the name of Howard Clothes Shops. They produce a \$22.50 line of men's clothing, manufactured in their own shops and sold only through their own stores.

A most interesting case of manufacturer turning retailer is that of Davison and Finklebrand, who operate under the name of P & Q Clothes Shops throughout New England and Pennsylvania. Years ago this chain company was a leader in the manufacturing clothing business and sold only to the retail trade. Messrs. Davison and Finklebrand became pioneers in the clothing chain-store business in the East, and as they developed and expanded their list of stores, they found that their production was being absorbed by their own stores and finally discontinued selling to the retail trade. Recently, however, this company has come to a decision that it will give up manufacturing clothing and will buy its merchandise in the open market, devoting itself exclusively to its retail stores.

In the shoe field a number of chains are producing their requirements in their own established plants with varied success. One of the largest chains in the East operating factories making men's, women's and children's shoes, produces approximately 55 per cent of

all the shoes it sells, which represents a total sales volume of over \$20,000,000.

In the furniture field we find practically no chains making their own products, but arrangements are entered into with manufacturers to produce certain special lines. In the auto supply field there appear no indications of manufacturing activity.

In the lumber field, whatever manufacturing is done by chain lumber yards consists of sash, screen, storm sash, built-in cases and items of built-in furniture. The amount of manufacturing, however, is negligible. One chain states that practically all of its yards now manufacture what has come to be known in the lumber trade as "farm furniture," such as portable pig and chick brooder houses of various types, hog feeders, feed bunks for sheep, pig troughs, chick feeders, etc.

The Manufacturer as a Retailer

What have been the trends of the manufacturer entering the retail chain business? We have often heard it said that if the chain continues its program of expansion it will take over the entire field of retailing, and manufacturers, to protect the distribution of their products, will be forced to go into the retail business. From our observations and analysis, we hardly believe that the time will ever come when manufacturers, in any large number, will be forced to enter the retail field. We cannot see that in the food, drug, tobacco, hardware—or in any similar fields—such a possible tendency. In the first place, not only is it impractical, but almost impossible for a manufacturer or even a group of manufacturers to become retailers if they think of their products in terms of national distribution.

In the specialty field, however, such as shoes, clothing and haberdashery where only a few lines are necessary to operate a store, it may be possible for a manufacturer to open a chain of retail stores, but so far from the evidence gathered, few manufacturers have been able to develop a chain-store business

Well, Honestly Now Why



OW that the economic tribulations of the past year have set us all to thinking more soberly about our business affairs, it may be time for you, Mr. Advertiser, to ask yourself the pertinent question: "Why do I advertise, anyhow?"

You have come a long road. The way is strewn with expensive surveys, reports, analyses; with exquisitely wrought copy and art that were very flattering—maybe very flat.

For in all the shower of prestige advertising, institutional copy and good will broadcasts, the original purpose of advertising was frequently lost, ignored, or frankly discarded.

Maybe we're old-fashioned. But we still believe, as the first advertiser believed two hundred or two thousand years ago, that the primary purpose of advertising is to sell merchandise.

And today there are a number of advertisers who still advertise primarily to sell merchandise. They weigh appeals. They analyze media. They check results.

And they use Criterion Service. Heinz, Hecker, Coca-Cola, Procter & Gamble, Southern Cotton Oil, Border Stromberg-Carlson, Carnation, Camel, Majestic-Radio Wrigley, Ward, Nestle's Food, Victor-Radio, C N, Standard Brands, Armour, and hundreds of others, great and small, use Criterion Service *because it sells goods.*

In one case a 100% increase was set as a quota in a city where Criterion Panels were erected. The actual increase was 145%—in the face of a strong (and much more expensive) competitive campaign in another medium. Another advertiser, setting a 100% increase as a quota, not only achieved it the first month, but enjoyed

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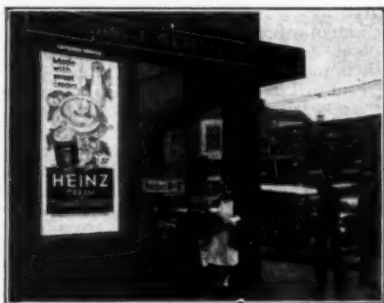
100% increase by the end of the fourth month. These are only two cases. Other advertisers using Criterion Service have similar stories to tell.

There is no magic about this. It's as simple as A B C. Criterion Three-Sheet Poster talks to the consumer and to the dealer—all day long. And, we might add, at only 10c per poster per day—a circulation cost of only 5c per thousand.

Criterion Service is flexible, and can be aimed directly at a single city, at a single neighborhood or even at a single dealer. There is no waste circulation.

and Criterion Service gives you the best word before the sale is made. It gets closest to the point of purchase. It gives you the final word to the jury.

you, Mr. Advertiser, can profit by this analogy.



CRITERION SERVICE

Nation-wide Three-Sheet Posting in Home Shopping Neighborhoods

420 Lexington Avenue, New York

CHICAGO
STON

PHILADELPHIA

ST. LOUIS

CLEVELAND

SAN FRANCISCO

TORONTO

on a profitable basis. There are some manufacturers who have developed a chain of retail outlets for their own products in the large cities from coast to coast, but with few limited exceptions, the rank and file cannot be termed successes.

In the shoe field particularly, a number of manufacturers who formerly sold their entire production direct to the retailer have in recent years entered the retail field. Some because they were not satisfied with their retail outlets—others in order that they might be assured of controlling the distribution of their factories. In other cases, they had become financially involved with retailers to a point where, to preserve their investment, they were compelled to take over the business.

In the shoe business, the greater number of chains retail what is called "popular priced merchandise," that is, shoes ranging in price from \$3 to \$6.50 per pair. It is within this price range that we find the largest number of manufacturers operating their own stores. Among the important ones are the Diamond Shoe Company of New York, which operates the A. S. Beck stores. A few years ago this company sold its entire factory output of men's and women's shoes to the trade direct. Today it is estimated that at least 50 per cent of its production is sold through its own stores and the remainder of its output to a few large chains or large retailers and department stores.

The W. L. Douglas Shoe Company, one of the pioneers in the chain-store field, still enjoys a wide distribution of its products among retailers who serve as "agents." The Hanover Shoe Company, manufacturer of men's and boys' shoes, sells its entire production through its own stores in the larger cities throughout the country. The G. Edwin Smith Shoe Company of Columbus, Ohio, which until some seven or eight years ago sold its shoes direct to retailers, now disposes of its entire capacity through its own stores under the name of the Nisely Shoe Company.

The Regal Shoe Company con-

fines its output exclusively to its own chain of stores, whereas, some five or six years ago, like the Douglas Shoe Company, it had several thousand independent merchants who sold the shoes as "agents" for Regal. The H. G. Godman Company, of Columbus, Ohio, and the Endicott Johnson Corporation of Endicott, N. Y., are examples of large manufacturers of low or medium grades of shoes, each having large factory production, that have entered the chain-store field, while the larger part of their production is sold usually as unbranded products to independent stores.

The George E. Keith Company of Brockton, Mass., makes top grades of shoes, retailing from \$8 to \$12 per pair. The company's Walk-Over stores are well known and enjoy an international reputation. The company's subsidiary, Gekco Company, operates the Walk-Over stores that are owned outright. This institution probably comes nearest to operating its stores on the same basis as independent stores. There are a number of other manufacturers less important in the shoe field who operate their own stores.

In the clothing field, a goodly percentage of the business is done through retail stores which either are owned outright or controlled by manufacturers. Because it is difficult to get the manufacturer to speak, it is impossible to determine what percentage of volume he is getting out of the total business, and some have estimated that the manufacturing chain store is responsible for 40 per cent or more of the men's clothing industry.

The evidence presented here is pretty definite that, in most lines, manufacturing and retailing cannot be successfully combined under one management—that in the long run the manufacturer who sticks to his production and the retailer to his distribution, has a better chance of success than the one who combines both operations. Of course, there are exceptions to this rule, and no doubt every manufacturer or every retailer who goes into both believes he is the exception.

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One Manufacturer Ties In with Another's Contest

WHEN plans for the Fisher Body Craftsman's Guild, offering awards for the best miniature coach models built by Guild members, were announced, the Collins & Aikman Corporation—manufacturers of velvet automobile upholstery—expressed no little interest in the project.

Ten years ago, the inside of an automobile was more or less taken for granted. Today, more and more attention is being paid to it. The growing sales importance of such factors as beauty, color, and luxuriousness has made the interior of an automobile the subject of quite as much attention as the exterior. Consequently, any event such as the formulation of the Fisher Guild plan, which concerns the body-building industry as a whole, is also of prime concern to the manufacturers of automobile upholstery.

Consequently the company asked itself: "Why can't we co-operate in some way with Fisher Body to transform this potential interest into active interest?"

The list of Guild awards offered the solution. Plans call for the awarding of 192 prizes for the best trimmed coaches. Why, then, couldn't the upholstery manufacturer help the boys and simultaneously acquaint them with Collins & Aikman upholstery by offering to supply them with the velvet necessary for that part of the job?

The idea was presented to Fisher Body officials. It was found that the sponsors were planning to supply the boys with a kit of materials containing machined wood and metal parts. "Could pieces of velvet be included in these kits?" asked the manufacturers. "No reason why they couldn't," said the Fisher Body officials. And so arrangements were made to add sufficient velvet for the trim.

It was also arranged that, along with the velvet—which, of course, is furnished to the boys gratuitously—should go a booklet en-

titled "What Goes On the Inside."

This congratulates the boys on their affiliation with the Guild and wishes them luck. It points out that the velvet which they are receiving is the sort of regal velvet that graced the interiors of fine coaches in Napoleon's day. It refers to the craftsmen of that period and to their knowledge of the salient features of velvet upholstery. It states that the automobile manufacturers of today, even as the craftsmen of the Middle Ages, use this same kind of material for the interiors of automobiles.

That this co-operative effort is directing increased attention to automobile upholstery and to Collins & Aikman as manufacturers is evidenced by the letters that are being received by the company from the boys.

Each of the boys receives an answer by the advertising manager of Collins & Aikman in the form of a personal, friendly letter. The Guild members are again assured of the manufacturer's sincere interest in their success, and they are told that Collins & Aikman would like to see photographs of their finished coaches.

Acquires "Game & Gossip"

Game & Gossip, Los Angeles, has changed hands and is now being published by Eugene Swarzwald, publisher of *Pictorial California*, also of that city. Vivian Swarzwald is editor and C. Ellsworth Wylie is advertising manager, with headquarters at San Francisco.

British Aluminum with Hunt Agency

Advertising of the British Aluminum Company, Ltd., Toronto, is now being handled by the F. W. Hunt Advertising Service, of that city. Business papers and class magazines are being used.

New Accounts to Wm. H. Rankin Agency

Miller Music, Inc., New York, and "My Buddy" Hair Dressing, Detroit, have appointed the Wm. H. Rankin Company, advertising agency, to direct their advertising accounts.

P. I. M.

and the conscientious objectors

Here's what they say about
Printers' Ink Monthly

"It is too much like Printers' Ink. I get that every week—make it different and I'll subscribe."

"If your editors would pattern the Monthly after Printers' Ink, it would be better. Then I would subscribe."

WE strive to please both of these conscientious objectors. P. I. M. will continue to be like P. I. and will continue to be different. It will go on (we hope) being better, and giving \$2 worth each year for the subscription price.



Read the roster of March authors and authorities who sponsor some of the articles:

ALBERT H. MORRILL, President, Kroger Grocery and Baking Co.

EDWIN O. PERRIN, Vice-President, McCann-Erickson, Inc.

D. E. ROBINSON, Director of Research, Federal Advertising Agency

AESOP GLIM

V. H. PELZ, American Institute of Food Distribution

FRANK GEORGE, U. S. Department of Commerce

FRANK W. HARROLD, Adv. Dept., Coca-Cola Company

W. J. BROOKS, Advertising Manager, Sweet-Orr Company

When Selling Goods in Canada, Be Canadian

Wherein the Advertisers in "the States" Are Given Some Advice from Across the Line

By Percy G. Cherry

Might Directories, Toronto, Ont.

POSSIBLY the greatest fault of American advertisers in Canadian markets is not recognizing and cashing in on definite differences which exist and which have direct bearing on results. I have heard American advertising managers say, quite definitely: "What difference does it make? They speak the same language up there, outside of Quebec province, and they know what we mean, anyway"—or words to that effect.

It is a lot of bunk to say that there is only an imaginary boundary line dividing the United States and Canada, and that otherwise the people are the same. It is a real boundary line, as we all discover when we travel to and fro and when we do business that comes under the notice of the customs departments on each side of the line, and the immigration quota in the United States, to say nothing of the forms that have to be filled out on the sleepers when you come here from the States.

The boundary line is not imaginary. It is real, hard as it is for some people to have to realize this. And there are distinct differences typical of the different countries. In other words, in connection with advertising, while the fundamentals are the same there is a difference in detail. And it is this detail that warrants the careful attention of American advertisers when they come into Canada to do business.

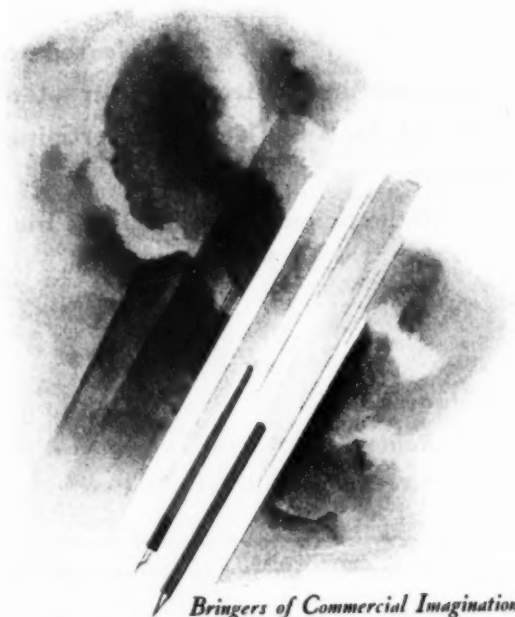
Canadians have no "Congress" or "White House" or "President." The British flag is the one that stands for our peace and liberty, the King is our head as far as loyalty is represented by a figure-head, and "God Save the King" is

as much our national anthem as is "The Maple Leaf Forever." Most Canadian schools continue to teach, and most people still use, such spelling as "centre," "catalogue," "programme," "traveller," "cheque," and by the educated "route" is mostly pronounced "root," and people have a Canadian personality, if that is the right way to put it. To put it another way, there is a definite national consciousness which must be considered if one is to get the best returns from his selling efforts in this market.

For example: Waterman's fountain pens did not gain prestige when they displayed posters at the close of the war illustrating Uncle Sam as the central figure of the Allies and flung across our country the words that "Uncle Sam Signs the Peace Treaty with a Waterman Fountain Pen." Coca-Cola doesn't gain anything by showing in Canada the poster illustrating an American "cop." The United Hotels slap the faces of Canadians who register when they are asked to fill out registration cards showing address and "State," without "Province" (we have no States here) with the card bearing the imprint "Printed in U. S. A." This happened to me last year when I registered at the Mount Royal Hotel in Montreal.

Of course, when you have local color to sell, such as in the case of American resorts and tours that are unique and distinctive, fine; for local color is what the prospective visitor wants. But when you have something that is sold in the ordinary way, over the counter or through distributors, and you are in competition with local and other merchandisers, then you must either come into the market, from which you hope to get revenue and

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*Bringers of Commercial Imagination
to American Business*

THE ADVERTISING FOR
**KITCHEN
BOUQUET**

"The Chef's Flavoring for Home Cooking"



is created and placed by

McMULLEN, STERLING and CHALFANT, Inc.

250 PARK AVENUE
NEW YORK CITY

WE are pleased to
 announce an addition to our staff
 —Paul J. Wickham, Advertising
 Director.

Radio Science Publications, Inc.
 381 Fourth Avenue,
 New York, N. Y.

Publishers of:

Radio News Science and Invention
Screen Book Amazing Stories

Y O R K

—the Third City in Pennsylvania in diversified industry—produces paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, saw-mills, chemicals, mill machinery, silk ribbon, automobile bumpers and fenders, trucks, wall-paper, roofing-paper, wire cloth, pianos, clothing—AND IS AN ACTIVE TWELVE-MONTH MARKET.

THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES—THE SUBURBAN AND TROLLEY TOWNS ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY.

REYNOLDS-FITZGERALD, INC., National Representatives

2 West 45th St., New York
 1524 Chestnut St., Philadelphia

263 N. Wabash Ave., Chicago
 117 W. 9th St., Los Angeles

38 Sutter St., San Francisco

a profit, with both feet, or it might be better to stay out of this market altogether.

An analysis of Canadian markets is just as necessary as the examination of any market or the details of any selling plan, and the sooner American advertisers as a whole awaken to this fact the quicker

they will reap results in getting more returns for the money they spend.

It is a foregone conclusion that the American concern that can come closest to being Canadian when in the Canadian markets will reap greater benefit than can be obtained from any other policy.

Angles on Space Buying

The Element of Time Is the Greatest Problem of the Modern Agency

By Arthur W. Ingalls

President, Ingalls-Advertising



Garo

A. W. Ingalls

IT is amazing to me, in many years' experience, how many publishers' representatives feel that they alone are calling on the advertising agency and hence are apt to resent the brief time accorded them in interviews.

In the summer of 1930, we prepared a schedule which eventually covered a half dozen national farm papers, a half dozen national magazines, eight publications in a special field of activity, six business papers and twenty newspapers. I believe without the slightest exaggeration that the time cost involved in space buying on this particular account ran close to \$4,000. In one day alone, there were thirty-one personal calls at our office on this account, and there were fully

as many letters and telephone calls.

This situation persisted for days and weeks. When the schedule was finally determined, practically every representative returned, whether or not he was on the list.

Please understand that in our judgment there is no greater benefit to the advertising agency today than the press representative who co-operates in matters of service, merchandising assistance, sales plans, dealer helps, and the many and varied activities of the modern publication representative. However, it is manifestly impossible for any agency to have an individual who could adequately listen to each and every presentation.

A farm publication, for example, doing a specific job in a certain State, and going over matters of farming detail in the presentation of the particular product to the rural dealer, etc., may well require practically a full morning, with endless later correspondence.

There seems to be no definite solution to the time element involved, but we do get impatient at times with men who merely come in and tell us or the client why the other publication is such a failure. Were I to express an opinion on the Golden Rule for publication representatives, I would list the essential virtues as follows:

First—brevity.

Second—specific tangible facts, rather than general layouts.

Third—elimination of discussion of competitors, except in matters of comparative figures.

Fourth—a thorough understand-

STORE EQUIPMENT WEEKLY

Intimate, effective contact with every important buying factor in the country's worthwhile department and departmentized specialty stores is available every week in

RETAILING

A Fairchild Publication

8 EAST 13th ST., NEW YORK

DON'T GUESS—KNOW

Arnold Research Service

OFFERS:

Market Analyses
Consumer Surveys
Trade Surveys
Product Tests
Style Trends
Copy Tests

FOR

Agencies
Manufacturers
Publications
Radio Stations
Retail Stores
Associations

45 West 45th Street
New York
233 North Michigan Ave., Chicago

ing of the product to be advertised.

On the other hand, from the representative's standpoint, he should certainly expect from the agency fair play and honesty. Too many agencies consistently string along the publication representative with promises, false hopes which certainly never materialize, and with verbal commitments unfair to the client and the representative alike.

The element of time today is the greatest problem of the modern agency, with the three-fold call on the executive's services. A single morning each week devoted to discussion of publications seems to be the most feasible idea and the most practical in its actual working.

I am also greatly impressed with the value of key talks by representatives of leading publications to agency groups, who are then given the story in one hearing and are able to interpret the qualifications of each publication for their own clients by general discussions of this character.

S. K. Ellis Again with Erwin, Wasey

Sherman K. Ellis, formerly vice-president of Erwin, Wasey & Company, at New York, has returned to that company as vice-president at the Chicago office. For the last two years he has been engaged in advertising work and in conducting a business of his own in California.

R. G. Klieforth Joins "Industrial Record"

Ralph G. Klieforth, for the last two years director of research of The Buchen Company, Chicago, and for six years with that advertising agency, is now Western representative, at that city, of *Industrial Record*.

New Account to Japha Agency

The Abolition Products Company, Inc., Buffalo, manufacturer of Abolition cleanser and water softener, has appointed the Japha Advertising Agency, Inc., of that city, to direct its advertising account. Newspapers, business papers and direct mail will be used.

Peter van Dalen, who was recently made president of the J. F. Held Advertising Company, Inc., Seattle, following the death of J. F. Held, has resigned to open his own commercial art studio at 714 Lloyd Building, Seattle.

Helping Salesmen to Recapture Lost Business

(Continued from page 8)

makes the salesman a liar because even if he is given wide discretion in connection with prices, there is a *bottom price*, a point beyond which he dare not go, but he is obliged to make it appear that each customer is getting the *lowest price*.

This system always gives the loyal, faithful customer the worst of the deal. The hard-boiled, tricky trader without conscience or loyalty gets the *bottom price* and the salesman is obliged to "stick" his friends. Such a price policy is always and everywhere prolific of "lost accounts" because it breaks down confidence and trust, which are the foundation stones of all permanently successful businesses.

Years ago we lost a rather valuable account (the only one as I now recall that we were unable to recover where we wished to do so). I could not learn through the salesman on the territory or any other available source why they took on another line, even though I called on the buyer personally a number of times. The salesman on the territory at the time the account was lost finally passed away but the new man was unable to get to the bottom of the matter and the same thing was true of other salesmen who followed.

After a period of seven years I insisted that the buyer should tell me the why of it and he did. He claimed that our man had quoted another dealer a lower price than we charged him for the same merchandise. I said it could not be for we operated on a rigid one-price basis, but he still thinks so—nothing that can be said will convince him otherwise and we were helpless in the matter.

I know of no better way of building up a long and ever increasing list of "lost" accounts than to operate on an open price basis, giving the salesman a "cost" book with authority to meet any price anywhere.

Aggressive, widely experienced Sales Manager wants to change!

ALTHOUGH under 40, he has had the experience of 50! He is at present District Sales Manager for a well-known radio manufacturer.

Previously, he was National Sales Manager of a Ten Million Dollar department for Sears Roebuck; General Sales Manager of a large beverage corporation; General Art Director for Montgomery Ward; Advertising & Sales Director of a famous shoe chain; Advertising Manager of a well-known furniture house; and originally operated his own Advertising Agency, serving fourteen accounts!

This man's *practical* experience is virtually a cross-section of American business. From personal up-to-the-minute work in the field, he knows conditions in almost every city in the country; and himself is favorably known from coast to coast. He has a likable, dynamic personality; is of excellent address; an experienced speaker and organizer; and has a background of unusual breadth and richness.

This modern executive is in tune with the times—a constructive fighter and builder for present and future business—a \$10,000 man primarily interested in genuine opportunity and permanence rather than starting salary. He is of good education and culture, with A-1 references everywhere.

Won't you pass this on to someone who may be interested? Write or wire, in *mutual confidence*, to "D," Box 144, Printers' Ink, 232 South Clark Street, Chicago, Ill.

Copy That Talks to the Consumer Brings Its Own Award

Talking to the consumer as one individual and in terms of his own profit is the keynote of modern advertising. Walter H. Gardner, advertising director of the Caterpillar Tractor Company, told members of the Chicago Advertising Council at their luncheon meeting last week. "Successful advertising," he said, "consists in making as individual a speech as possible to a single prospect, in avoiding the easy temptation to make an oration to the multitude.

"It must be remembered," Mr. Gardner emphasized, "that the consumer is the advertiser's real boss. Many advertising men lose sight of that. Often they are dominated by the desire to flaunt flawless prose, to cater to their own whims, to win a Harvard award. Sometimes they are dominated by the pressure of publication deadlines and they tend to use words instead of ideas just to fill up the white space. Again, competition—worrying about what the other fellow is doing and playing his game—is the boss. Or it may be the employer for whom the advertising is composed. He may seem to pay the salary, but in the long run it is the customer who is influenced by a good advertisement that really pays the advertising man's salary, and the boss's as well."

The Caterpillar company, he noted, tries to picture a user as an individual and to talk to him in its advertising as though he were sitting across the table. It holds before his eyes the promise of more profits and more conveniences that may be had through the use of its product, using timely photographs as testimonials to help get this message across.

Grace Coleman Joins

C. T. R. Lewis, Inc.

Grace Coleman has resigned from *Vogue*, New York, to become sales promotion counselor for C. T. R. Lewis, Inc., New York, fashion promotion and publicity counselor. Miss Coleman was for ten years the advertising director for the H. & S. Pogue Company, Cincinnati. For the past year she has been director of the *Vogue* Trade Service Bureau, in charge of store and manufacturers' contacts.

A. B. Pearson with Davol Rubber

A. B. Pearson, for more than six years an account executive with James F. Newcomb & Company, Inc., New York advertising agency, has been made director of advertising and sales promotion of the Davol Rubber Company, Providence, R. I.

Ben Hagen Advanced by G. Washington Coffee

Ben Hagen, formerly general sales manager of the G. Washington Coffee Refining Company, Morris Plains, N. J., has been elected assistant vice-president in charge of sales.

Wm. H. Rankin Gives Lecture Before N.Y.U. Students

The value of a page in an advertising medium to a client depends entirely on the advertising message that can be put on that page. William H. Rankin, president of the Wm. H. Rankin Company, told students of the Department of Marketing of New York University last week in the course of a lecture which he delivered before them. He stated that well thought-out copy, the work of the artist and the layout man and the co-operation of publishers and their representatives all have their value in making the space effective.

Apex Acquires Wayne Electric Refrigerator

The Apex Electrical Manufacturing Company, Cleveland, has purchased the electrical refrigeration business of The Wayne Home Equipment Company, Fort Wayne, Ind. The dealer organization of the Wayne company will remain intact but production will be increased to supply the Apex sales outlets. Advertising of the Apex company, including the newly acquired refrigerator business, is being handled by Meldrum & Fawcett, Inc., Cleveland advertising agency.

Almar Stores Chain Bought from Receivers

J. R. Peters, representing a group, has purchased all of the assets of the Almar Stores Company of Philadelphia from a receivership, through the United States District Court of Pennsylvania, which authorizes the receivers to sell to Mr. Peters and his group the assets of the Almar Stores. A new corporation, known as the Almar Store Corporation, will be organized.

New Account to Martin-Pilling-Shaw

The F. Weber Company, Inc., Philadelphia, manufacturer of artists' colors and equipment, has appointed Martin-Pilling-Shaw, Inc., advertising agency of that city, to direct its advertising account. Magazines and business papers will be used.

Death of J. P. Wicker

John P. Wicker, head of the Wicker School of Arts, died recently at Detroit at the age of seventy-one. During his career, Mr. Wicker had under his tutelage a number of students who have since established reputations for themselves in the fields of academic and commercial art.

Biscuit Account to Touzalin

The Standard Biscuit Company, Des Moines, has appointed the Charles H. Touzalin Agency, Chicago, to direct the advertising of its products. Newspapers will be used in a campaign featuring Bit-O'-Health Biscuits.

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YOUNG & RUBICAM, INC.

★ ADVERTISING ★

ANNOUNCES THE OPENING
OF A CHICAGO OFFICE
ON MARCH 2, 1931

LOCATED AT 221 NORTH LA SALLE STREET

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
 Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street. GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street. GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street. A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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ROY DICKINSON, Associate Editor
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Chicago: G. A. Nichols
 Frederic Read
 Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, FEBRUARY 26, 1931

The Clinics Are Coming

When it is realized that more than 7,500 merchants start their business careers each year, one knows why the retail clinic is making such progress. There was a time in retailing when adherence to a few old-fashioned rules built success. Some merchants still continue the old way and go broke. The other type has adopted new methods, used all the help he can get from wholesaler and manufacturer, employed technical experts and tried for greater efficiency.

As the attention of the world is turned to saving in distribution costs, the need for retail clinics is more apparent. Many wholesalers are working on the plan now. They are rapidly developing into retail consultants with profit both to their customers and themselves. There are some wholesalers in

various fields who maintain complete retail stores in their buildings where they can point out to retailers how they can effectively display merchandise, teach them better lighting arrangements, better store management, how to carry on local campaigns. Modern methods of cost accounting, effective store arrangements, customer buying habits are no longer the secrets of the few.

When a wholesaler has sufficient foresight to impart his knowledge to retailers who are willing to learn, he brings about improved business conditions for both the retailers and himself.

Manufacturers have for years been working on the same plan. In many cases this takes the form of monthly service bulletins filled with resale ideas, in others the manufacturer is actively engaged in making the wholesaler see the value of an active sales promotion plan of his own.

The Edison Lamp Works of the General Electric Company is a star example of a manufacturer who has induced wholesalers to apply the clinic idea to the retailers in their territories and by this method has improved store management, retail sales methods, and consumer service in the whole industry.

The United Fruit Company has applied the same idea to wholesale outlets for bananas to such an extent that service men may often be able to improve the wholesale and retail selling methods of a competitive producer.

These companies and others operating on equally broad-minded lines realize that if they improve methods in the whole industry, they get their share of the added values and better the conditions in the field.

The clinic idea which is coming so fast in both the wholesale and retail field will some day, a prominent sales manager says, be applied to a big company endowed by a multi-millionaire making a product the masses should have.

In the meantime the more practical clinic is here now, and doing a big job to cut down wastes in distribution.

The Vestal Copyright Bill

The Vestal General Copyright Bill, treated in detail in the February 19 issue of *PRINTERS' INK*, was favorably reported by the Senate Patents Committee a few days ago.

The bill has been bitterly attacked and certain amendments have been added. Those of concern to the advertiser may be briefly summarized as follows:

No damages for infringement of copyright may be obtained unless the infringed work bears a copyright notice and is registered in Washington. The wronged party, in other words, will in such case only be permitted to restrain further infringement.

The period of copyright protection shall be seventy years from the date of creation of the work. The earlier draft provided for a period ending fifty years after the death of the author, that being the European period.

The effective date of the act has been changed from July 1, 1931, to June 1, 1931.

The theory of the original act is, broadly speaking, that every tub ought to stand on its own bottom. If you wish to advertise, in other words, you must originate your own advertisement and not copy some one's else. The theft of another's work is a wrong and it is no more necessary for a person to claim immunity from such theft—by attaching a copyright notice and recording—than it is to claim immunity from the theft of an automobile. Under the theory of the amendment first mentioned above, immunity must be claimed.

The object of law, we have all learned, is to enforce current standards of conduct and not to reform. That provision of law is right, then, which is most in accord with current ideas of right and wrong. We believe that so few advertisers consider it right to appropriate all or a substantial part of another's advertisement—a copyright does not prohibit appropriation of words and short phrases—that from the advertiser's point of view the amendment is

wrong. However, it is not far wrong.

A seventy-year term of copyright protection can hardly meet reasonable objection from the advertiser. Protection for one year is adequate for the ordinary campaign. However, since the new copyright will be international, it ought to have the same life as those granted by the other nations signatory to the Berne Convention. That was the idea in making the original term of life plus fifty years. But a term of seventy years from the date of creation will avoid the necessity of determining when the author died.

Deflating Advertising

With the enthusiasm that goes with youthful exuberance, the business of advertising has tended occasionally to view itself as an end—instead of merely a means to an end. There has been an inclination to look at advertising as something apart from management; as a tool that belongs in a kit of its own, not in the kit that holds all the other tools used by a skilful and able management.

This worshipful attitude toward advertising may have been justified when this selling instrument was a strange implement to most business managements. But now that progressive management has obtained at least a working knowledge of advertising, it is time that those in the business of advertising took a more dispassionate view of this phase of merchandising.

J. L. Grimes, advertising manager of the Wheeling Steel Corporation, makes this very point in a letter to *PRINTERS' INK* in which he says: "I think too many advertising men defeat their own purposes in their effort to make advertising the one and only means to an end. The representative of one of our largest agencies, in my office this morning, showed me the advertising of some of our most prominent advertisers. To this advertising he attributed all of the success of the advertiser and I could not help but feel that the gentleman's perspective failed to

include some very vital factors other than advertising, without which the advertising itself would have been another story."

And then Mr. Grimes brought out a fact of direct interest to all those selling an advertising service of any kind. Said he: "I am rather sure, from our own experience, that if I had sold advertising as the panacea for all our business ills, we would be spending far less this year, because our advertising would not have changed present conditions and I would be unable to explain why."

Advertising has become part of the warp and woof of the pattern of business. It isn't the pattern itself. Long before "It Pays to Advertise," became a Broadway hit, the business of advertising realized that successful and lasting business structures are not built on clever slogans. But while the business of advertising has admitted this fact to itself, and while it has ridiculed playwrights and novelists who have pictured big businesses being built on nothing but advertising, it has been somewhat inclined to keep this view of advertising to itself.

This policy is no longer advisable; in fact, to put it more strongly, if persisted in it may eventually prove to be distinctly harmful. As Mr. Grimes states in his letter, over-selling advertising brings its own retribution.

Two Guides for Radio

"I am running three radio programs and I might tell you that I have many a headache over them in my attempt to get a program that really fits the product." So spoke Daniel P. Woolley, vice-president of Standard Brands, Inc., in a talk before the League of Advertising Women of New York.

This frankly spoken confession is one that will be readily understood by advertising executives who are working out the destiny of this newer medium. Equally frank is he in his opinion that a product ought not to coast in on a song or an entertainment.

Programs, he feels, should be

framed in such a way so as not to fool the listeners. To insure a welcome reception for the program, Mr. Woolley suggests two fundamentals which should be a measure of every program. They are: Good taste and honest advertising.

Radio audiences dislike being fooled and they resent blatancy. Good taste and honest advertising are simple guides which have—ought to have, at least—their source in the product itself.

Death of W. M. Scudder

Wallace Melvaine Scudder, founder and publisher of the Newark, N. J., *Evening News*, died at that city on February 24. He was seventy-seven years old. He founded the Newark *Evening News* in 1883, together with Henry A. Steel and Lawrence A. Mott. Mr. Mott sold his interests in the paper to Mr. Scudder a year later and in 1900 Mr. Steel retired, leaving Mr. Scudder sole owner of the publication. He is survived by a son, Edward W. Scudder, who is editor of the *Evening News*.

Paul Block Acquires Los Angeles "Express"

Paul Block has purchased the stock of the Los Angeles Express Publishing Company, publisher of the *Los Angeles Evening Express*. Other papers owned by Mr. Block include the *Pittsburgh Post-Gazette*; *Toledo Blade*; *Toledo Times*; *Duluth Herald*; *Duluth News-Tribune*; *Brooklyn, N. Y., Standard Union*; *Milwaukee Sentinel*, and the Newark, N. J., *Star-Eagle*.

Delta Electric Account to R. F. Walker Agency

The Delta Electric Company, Marion, Ind., has placed its advertising account with the R. F. Walker Advertising Agency, Inc., Chicago. Beginning April 1, a campaign will be started, using magazines, business papers, direct mail and outdoor advertising. This campaign will announce several new items in the Delta flashlight lantern line.

J. J. Cahill with Albert Frank at Los Angeles

John J. Cahill, formerly president of John J. Cahill, Inc., Denver advertising agency, has been appointed manager of the Los Angeles office of Albert Frank & Company, advertising agency.

H. A. Johnston Joins "Life"

Harry A. Johnston, formerly with Doubleday, Doran & Company and more recently with the Macfadden Publications, has joined the advertising department of *Life*, New York.

"The public warehouse is literally a branch house of the manufacturer or producer using its service. It is equipped to handle all warehousing details and problems with its own shipping and clerical staff, and there is no doubt that it can handle distribution at considerably less expense to the shipper than any other method. We ship many carloads of our products to public warehouses for distribution locally and into surrounding territories. Our saving in distribution cost amounts thereby to approximately twenty per cent."

Edward S. DePass, General Traffic Manager
CARNATION COMPANY



In 189 Cities . . . we'll be your Branch House

Helping You to Increase Sales
.. Speed Up Your Service and
Cut Distribution Costs!

Merchandise warehouses operated by members of the American Warehousemen's Association are located in every distribution center of importance—ready to furnish all necessary facilities and services required for the strategic spot-stock distribution of raw materials, manufactured articles and service parts of every kind.

The flexibility of such a distributing system is almost unlimited. You can use as many warehouses as your business requires . . . in two cities, in twenty cities, or in a hundred cities! Costs are based on the number of units of your goods that are han-

dled. You have little or no overhead if business is dull and very few shipments are moving through the warehouses . . . and whether business is dull or brisk you pay only on a "piece work basis" for goods actually stored or distributed by AWA warehouses. Such flexibility in controlling costs enables you to expand your business without risk, and to make important savings by using our warehouses instead of operating your own branches at fixed overhead.

Full details of the AWA Plan are described in our 32-page booklet . . . sent free on request.



AMERICAN
WAREHOUSEMEN'S
ASSOCIATION

1856 Adams-Franklin Bldg., Chicago, Ill.

Advertising Club News

Milwaukee Club Organizes Round Table

The Advertisers' Round Table, affiliated with the Milwaukee Advertising Club, has been organized to hold a series of fortnightly meetings for the discussion of fundamental phases of advertising and its many ramifications. At each meeting the talk by a speaker on some subject of advertising with which he is intimately familiar will be followed by an informal discussion of questions raised by the talk. This round table, organized at the suggestion of Harry G. Hoffman, will hold evening meetings, open to all interested in advertising, and will supplement the regular meetings of the Milwaukee Advertising Club.

At the opening meeting of the round table, Walter Haise, advertising manager of the biscuit division of the Robert A. Johnston Company, spoke on the subject: "Do They Remember Your Advertising?" He brought out that two essentials in good advertising are a good product and continuity. Leo Morrison, advertising instructor at Marquette University, spoke on "Headline Hunting for Advertisements."

* * *

Jury Named for Chicago Council's Newspaper Contest

The jury of awards for the first annual newspaper advertising contest and exhibit which is being sponsored by the Chicago Advertising Council has been selected. Members are: Walter Dill Scott, president of Northwestern University; James Weber Linn, professor in English at the University of Chicago; Robert B. Harshe, director, Art Institute of Chicago; Frank Young, director, American Academy of Art; H. W. Blakeslee, Western manager, Bureau of Advertising of the American Newspaper Publishers Association; J. L. Frazier, editor, *Inland Printer*; and R. B. Thompson, president, Chicago Group of Advertising Typographers.

The final date for entries in the contest is May 1. Newspaper advertisements created and produced in Chicago by either advertisers or advertising agencies and appearing between April 30, 1930 and April 30, 1931, are eligible.

* * *

M. A. Berns to Address Chicago Dotted Line Club

Max A. Berns, publicity manager of the Universal Atlas Cement Company, Chicago, will be the feature speaker of the March meeting of the A. B. P. Dotted Line Club of Chicago, to be held at the Medinah Athletic Club on the evening of March 2. "What the Advertising Manager Expects of the Space Salesman" will be his subject. B. C. Bowen, *Boot and Shoe Recorder*, will follow Mr. Berns with a discourse on the subject from the space salesman's point of view. After that there will be a general discussion.

Eleventh District to Meet At Denver

The Eleventh District of the Advertising Federation of America will hold its ninth annual convention at Denver on March 2 and 3. The meeting will be addressed by Morris D. Townsend, governor of the Eleventh District, H. S. Sands, president of the Chamber of Commerce of Denver, and Milton E. Bernet, president of the Advertising Club of Denver. C. C. Cole, manager of research and market analysis of the M. M. Henderson Advertising Agency, will speak on "Are We Buying It and Selling It In This Market?"

Other speakers and their subjects will be: Dr. B. M. Rastall, manager of the Colorado Association, "Merchandising a State"; L. P. Reed, sales manager of the Merchants Biscuit Company, "Coordinating Sales and Advertising Effort"; David W. Thomas, Colorado Association, "Steps to Merchandising Agricultural Produce"; Arthur Johnson, publisher of the *Denver Record-Stockman*, "Results of the Buy It In This Market Movement"; Mrs. S. W. Townsend, "The Rural Buyer Reacting to Modern Advertising"; Craig Davidson, president of Ball & Davidson, Inc., "Merchandising Advertising"; and

Chancellor Hunter, Denver University, "Education as a Market Builder"; G. E. Bittner, manager of the Department of Commerce, Denver branch, "The Census of Distribution and Other Data for Merchandisers"; Tom Farrell, assistant advertising manager, Great Western Sugar Company, "Localizing Copy Appeal"; Albert Brown, advertising manager, Colorado Fuel & Iron Company, "Making Merchandisers Out of Dealers," and Gifford Gillaspie, president of the Advertising Club of Colorado Springs, "Harpooning Current Copy."

Jack Greenawalt, assistant to the president of the Mountain States Telephone Company, will be honorary toastmaster at the Monday luncheon, March 2, and Freeman Talbot, general manager of radio station KOA, will be presiding toastmaster. Frank R. Jamison, advertising manager of the Public Service Company of Colorado, will be toastmaster at the annual dinner dance. Harry Garnett, advertising manager of the Colorado Springs *Gazette-Telegraph*, will preside at one of the sessions.

* * *

Newspaper Advertising Managers Plan Wisconsin Survey

The Wisconsin Daily Newspaper Advertising League, composed of advertising managers of daily newspapers in Wisconsin, at a recent meeting held at Milwaukee, decided to prepare a survey of the entire commercial field of the State, to be ready within six months so that stimulation of advertising may be on a scientific basis. Members of the League are making a concerted effort to increase the use of advertising in their communities to a normal level in the belief that there is a direct relation between the reported loss of sales and the decrease in the use of advertising.

Reports on Survey of Industrial Advertising Budgets

An analysis of the returns from a questionnaire sent out by the National Industrial Advertisers Association to its membership shows that 30 per cent of the companies reporting have increased their advertising appropriations for 1931. The average increase amounted to 16 per cent. The association received replies to 231 of the questionnaires. Most of the companies covered in the summary do an annual volume of business of \$1,000,000 or over.

Of the reporting companies, 30 per cent stated that their advertising budgets for 1931 were substantially the same as in 1930 and the remaining 40 per cent reported a decrease. The average decrease was found to be 23 per cent. Individual decreases were found to range from 5 per cent to 70 per cent.

Reports from some of the larger companies reporting increased appropriations revealed that some firms will invest 50 per cent more in 1931, while increases of 25 per cent to 40 per cent were not uncommon.

Companies decreasing their appropriations were asked in the questionnaire to give their reasons for this action. Many of them stated that their budgets this year, while lower than in 1930, were more flexible than usual and that if business conditions should later merit it, they would probably expand their advertising appropriations. A majority of these answers were to the effect that budgets were governed by sales volume and that because sales volume was lower in 1930, their advertising was being curtailed in the same ratio.

The survey also brought out the fact that with very few exceptions members of the association found the 1930 sales volume well below that of 1929. Of the total members reporting, 83 per cent said that they had had a decrease in business, the average amounting to approximately 27 per cent as compared with 1929; 6 per cent reported sales about the same as in 1929, while 11 per cent had an increase. The average increase of the latter amounted to 14 per cent.

Heads Appleton, Wis., "Post-Crescent"

A. B. Turnball has been named president of the Post Publishing Company, publisher of the Appleton, Wis., *Post-Crescent*. He succeeds the late John K. Kline.

Victor I. Minahan becomes treasurer and editor and H. L. Davis, secretary and general manager.

W. M. Massey Joins Alsop Printing Company

W. M. Massey, formerly assistant editor of the *Dieie Manufacturer*, Birmingham, has been appointed sales manager of the Alsop Printing Company, of that city. He will handle the advertising and sales of Alasotex cotton cloth stationery.

Reports Life Insurance Production for January

New life insurance production for all classes showed a decline of 10.7 per cent for January, 1931, in comparison with the first month of 1930. The total new paid-for business, exclusive of renewals, increases and dividend additions, amounted to \$888,335,000 during January this year, against \$995,195,000 during January, 1930. The only class making a gain was group insurance, which increased 21.3 per cent over the first month of last year.

These figures are based on a report of forty-four member companies of the Association of Life Insurance Companies having in force 82 per cent of the total insurance outstanding in all United States legal reserve companies.

Death of W. K. Towers

Walter K. Towers, president of the National Sign Service Company, Detroit, died at that city last week. He was forty-two years of age. Mr. Towers, who was at one time president of the Detroit Aircraft Club, was formerly advertising manager of the Paige-Detroit Motor Car Company and, before that, advertising manager of the Reo Motor Car Company. At one time, he was managing editor of *The American Boy*.

New Paper at Astoria, Oreg.

The *Daily Messenger* is the name of a new morning newspaper published at Astoria, Oreg., by the Franklin Press Publishing Company, of which A. Nikula is president. Samuel T. Hopkins, formerly with the Vancouver, Wash., *Columbian*, is advertising manager. B. W. Talcott, formerly with the Walla Walla, Wash., *Union*, is managing editor.

P. I. Heuisler, President, Emerson Drug

Philip I. Heuisler, formerly vice-president and director of laboratories of the Emerson Drug Company, Baltimore, manufacturer of Bromo Seltzer, has been elected president. Joseph F. Hinde, who has been president, has been elected chairman of the executive committee.

To Represent "El Continental"

El Continental, El Paso, Texas, has appointed the Inland Newspaper Representatives, Inc., publishers' representative, as its national representative in the territory east of the Mississippi River, and in Dallas and Kansas City, Kan. Payne-Hall, Inc., publishers' representative, will represent *El Continental* west of the Mississippi.

Bank Appoints Dunham, Younggreen, Lesan

The American Trades & Savines Bank, Racine, Wis., has placed its advertising account with the Milwaukee office of the Dunham, Younggreen, Lesan Company, advertising agency.

The Little Schoolmaster's Classroom

DO advertising agencies know that postcards require only 1-cent stamps now, or are they putting 2-cent stamps on their post cards to help make up the postal deficit?

In November and December the Southern Illinois newspapers, comprising Egypt's Associated Dailies, sent a card with every statement, saying in effect that if the card was signed and returned, the newspapers would send the space buyer a New Year's reminder.

The cards were not stamped for two reasons—it was felt that the souvenir was worth at least the expenditure of a 1-cent stamp and that the cards would be duplicated, as the same agency was sending copy to more than one of their papers.

When the cards were returned, 100 of them had 2-cent stamps attached—only forty had 1-cent stamps. Doubtless the cards were signed by the space buyers or executives and given to clerks to mail, but the fact remains that in nearly two-thirds of the cases the agencies contributed an extra penny to Uncle Sam.

* * *

In its more peaceful moments the Class has often discussed the difference between a good, natural business letter and one of those stiff monstrosities of the "in reply to yours of the 31st inst., beg to say" type. And here comes along, in a recent issue of the Bulletin of the Direct Mail Advertising Association, a nice bit of editorializing on the subject of using such superfluities as st, th and rd after figures used to show the day of the month in expressions like February 22.

The custom is simply an archaic hangover from the days when, as the "Bulletin" suggests, all dates were expressed in some such phraseology as "In the month of February, the 22nd day, in the year of our Lord one thousand six hundred and twenty-four." In the

more simple, straightforward letter of today they really have no place, and, having no place, there is of course no excuse for using them.

"For more than ten years," says the "Bulletin" (the Schoolmaster suspects it is Frank L. Pierce, secretary of the D. M. A. A. and a member of this Class for many years, who is speaking), "instructors in letter writing and correspondence supervision have been fighting the st, th and rd custom. Some progress has been made, but it looks as if it might take another generation finally to bring about the discard of this old practice."

Alongside this pessimistic statement Mr. Pierce throws in the challenge that it is exactly as logical to say page 25th as February 22nd. The only difference is that we are fully accustomed to the one, but not to the other; hence the former seems very awkward, whereas in reality it is every bit as logical.

* * *

The Schoolmaster sat back, recently, and listened with unfeigned interest to the head of a large free publicity organization as he outlined another racket—the exploration racket. Your mentor checked the publicity expert's story with the heads of several large manufacturing organizations and found only one point of difference—the publicity man spoke in terms of the present, while the manufacturers insisted that the racket had been pretty thoroughly exploded.

It all began some years ago, when an explorer, whose scientific bent of mind had not dwarfed his commercial perspicacity, was inspired with the thought that the science of exploration might have commercial possibilities. In a groping way, he interviewed a few manufacturers and asked whether they would furnish him with their products—at no charge, of course—with the understanding that the

Realtors—America's Homebuilders



GOING UP!

HOMEBUILDING—the herald of prosperity—has started its upward march. As usual, the increase began in the East, but is spreading through the whole country.

There is a need for homes; money is easier, and Realtors, seeing the improved market conditions, are starting their building operations. The long-awaited upturn in residential building is here, led by Realtors—America's Homebuilders. This class of building will probably show the greatest increase in 1931. Roger Babson, F. W. Dodge Corp., Standard Statistics, Geo. A. Fuller Co., and other leading authorities point to residential building as the bright spot in the 1931 building market.

"Residential building, which is expected to lead the way to returned prosperity, shows an increase of 18 per cent." (New York area, Jan. 1931 over Jan. 1930.)—F. W. Dodge Corp.

"Revival of residential construction will forecast general business improvement, as heretofore."—L. R. Crandall, President, George A. Fuller Co.

"Residential building is showing signs of strength, particularly in construction of single and two-family houses and subdivision developments."—Standard Statistics Co.

The NATIONAL REAL ESTATE JOURNAL offers the direct way to sell Realtors—America's Homebuilders—and the growing home-building market. Use it now and increase your sales.



**NATIONAL
REAL ESTATE
JOURNAL**



PORTER-BEDE-LANGTRY CORPORATION, PUBLISHERS
139 N. Clark Street Chicago, Ill.

A Ready Made Opportunity

A manufacturer of Swiss watches bearing a nationally known and advertised trade name in the U. S. A. is

SEEKING A NEW DISTRIBUTOR

for his product. The firm who has in the past done close to \$1,000,000 business per year in this country is going out of existence and there is an opportunity for a new organization to capitalize on the good-will already established. Sufficient capital to finance this important business is essential.

Address "E," Box 145
Printers' Ink

Creative

layout man and artist of exceptional ability, now employed, desires to make a change. His experience with advertising agencies, printers and manufacturers in the magazine, direct-by-mail and display fields extends over a period of 15 years. He prefers selling himself at an interview with specimens of his work rather than with words here.

"B," Box 142
Printers' Ink

pictures he took during his trip would include snaps of each manufacturer's merchandise.

The response amazed him. Merchandise was showered on him at no cost. In fact, so easy did it prove to outfit the expedition at practically no cost to the explorer that he began to wonder whether he had not been a piker. Why stop at asking for free goods, he thought? Why not actually charge the manufacturers for the privilege—the rare opportunity—of being represented in the explorer's pack? In return, he would not only take pictures showing the manufacturer's merchandise, but he would also make some reference to the product in anything he might write concerning the trip.

* * *

And so it came to pass that a few explorers, and a great many others whose only claim to being explorers was an unbridled wanderlust, found that both science and the wanderlust could be indulged in without affecting their pocketbooks.

Before long, however, these philanthropic manufacturers began to discover that the bread they were casting upon the waters so profusely was not returning at all—or, at best, only a few hard crusts. True, pictures were shown in which the manufacturer's merchandise could be seen—if one had a microscope, or a particularly sharp pair of eyes. True, also, proofs were shown of articles in which the manufacturer's merchandise was mentioned, but, sad to relate, these references seldom got past publication censors, and so were never seen by the public that was to be edified thereby.

Manufacturers began to question whether this so-called advertising might not better be entered on the books under some such heading as: "Fund for Indigent Travelers." Slowly, the racket began to break up. And unless the Schoolmaster misreads the signs, this summer's crop of college graduates who expect manufacturers to finance a trip to chip a few souvenirs off the Mayan ruins, or to poach a few dinosaur eggs off Chapman's private desert preserves, or to secure

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underwater pictures of the mer-
maids who sport themselves among
the ruins of the lost Atlantis, are
doomed to some disappointment.

If what they can garner from
manufacturers gets them much
farther than Hoboken, the School-
master will be quite amazed.

* * *

A member of the Class recently
found an unusual letter in his
morning mail. It was handwritten
on a single sheet of cheap, blue-
lined paper and stood out in con-
trast to the smartly typed business
letters that made up the morning's
collection. It read as follows:

Dear Madam or Sir:

We wish to thank you in advance
for any assistance you may render
in bringing our Barber Shop, which
is located at 700 Main Street, S. E.
Cor., Main & Custer, to a standard
we are so hard striving to accom-
plish. Our workmanship is of the
highest type. Both American Bar-
bers, with years of success in our
line. Courtesy & Respect our main
issue. Efficient in all kinds of work.
A trial will convince you.

Thanking you again for your co-
operation and a call

We are very truly yours,
S. W. Schneider

10 Years on Davis Street

H. W. Padgett
Formerly at West Main

In the Schoolmaster's opinion it
is a perfect example of home-made
direct mail. Yet there is a sincerity
about the letter which is convinc-
ing. Undoubtedly, this bit of well-
meant advertising was read by a
large percentage of those who re-
ceived it. The Schoolmaster him-
self read the letter through care-
fully and the chances are, if he
were in the vicinity of the particu-
lar Main Street mentioned, he
would drop in some afternoon at
number 700 to sample that ton-
sorial workmanship which is ac-
companied by courtesy and respect.

* * *

Last year The Garver Bros. Co.
sold \$475,000 worth of merchan-
dise at retail in a town of 1,385
people—Strasburg, Ohio. That is
a lot of merchandise to dispose of
through a store located in such a
tiny community in any year; it was
a particularly remarkable record in
view of the prevailing economic
and agricultural situation.

John B. Garver told how it was

WANTED Advertising Manager

THE manufacturer of a
nationally known auto-
motive product requires the
services of an advertising
manager. We seek a man
who has successfully con-
ducted sales-promotion
campaigns to the trade—
particularly automotive job-
bers, dealers and servicemen.

The applicant for this job
must present examples of
work accompanied by unde-
niable proof of ability. Only
those experienced in actual
sales-promotion will be con-
sidered.

The right man is assured of
fullest cooperation and he
can increase his salary in ex-
act ratio to his value.

We prefer a man with suffi-
cient ambition to recognize
this as an opportunity, rather
than a job. We believe he
is now employed, but desires
to widen his activities.

Much depends on the first
letter. It should contain
complete details, including
salary desired. All commu-
nications will be considered
strictly confidential.

Address "W," Box 287
Printers' Ink

Well Known National Publication has a good opening for all-round Promotion Man

who can claim some experience as a direct mail specialist, who knows research work from actual experience. A man who is full of ideas and knows how to use them in a practical way. Ability to write original and convincing letters required.

Write letter giving complete experience and background. Letters will be held in strict confidence.

"X," Box 288, Printers' Ink

Will Buy Advertising Agency

Will buy small advertising agency of good repute and nationally recognized. Want experienced agency executive to organize agency. Theatrical advertising experience desirable but not essential.

"H," Box 146, Printers' Ink

done in the February, 1931, issue of *Dry Goods Economist*. His explanation was simple: We went after business in 1930 and we got \$475,000 worth; that's all.

To the Schoolmaster, however, Mr. Garver's outline of some of the selling plans devised to beat the 1930 slump was particularly interesting because it seemed to prove that—so far as rural America is concerned, at any rate—old-fashioned selling stunts are still effective.

A fowl party was held. About 100 fowls were released and anyone catching a fowl was entitled to it. Some 3,000 people attended. On that day the store sold some \$4,500 worth of merchandise.

A Swiss Schwingfest was also held. For the uninitiate, the Schoolmaster pauses to explain that a Schwingfest is simply a wrestling match. Fourteen wrestlers participated. About 4,000 people witnessed the event and sales that day topped \$5,000.

Other events were a cake, pie and bread baking contest (sales that day were \$3,800), a home hooked-rug contest and an old-fashioned spelling bee (over \$4,000 sales that day).

All of which should be interesting news to a recent Nobel prize winner.

Burns Brothers to F. Wallis Armstrong

Burns Brothers, New York, coal, have appointed the F. Wallis Armstrong Company, Philadelphia advertising agency, to direct their advertising account.

Appoints Britt-Gibbs

The Algonite Stone Manufacturing Company, St. Louis, maker of Algonite cast stone for building, has appointed the Britt-Gibbs Advertising Company, of that city, to direct its advertising account.

ARTIST wishes to hear from Agencies or Publishers

who are interested in a new, effective way to present modern layouts or visuals.

15 years' experience all mediums. Full or part time. "A," Box 141, P. I.

Feb. 26,

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Feb. 26, 1931

New Business at Providence, R. I.

Gordon Schonfarber and Lawrence Lanpher have formed a new advertising business under the name of Lanpher & Schonfarber, Inc., at Providence, R. I. Offices of the new business are located at 85 Westminster Street.

Mr. Schonfarber, president, was sales and advertising manager for the last thirteen years, of Gladding's, Inc., Providence. Mr. Lanpher, who is secretary-treasurer of the new business, has been with the Larchar-Horton Company, Providence advertising agency, for the last five years, holding the position of secretary and assistant treasurer.

E. P. Browder Heads Buffalo Display Men

E. Preston Browder, of the Window-Craft Display Service, Inc., was elected president of the Buffalo Association of Display Men at its annual dinner held recently. Lawrence C. King was made vice-president, Paul Creil, secretary, and David Goldman, treasurer. Directors elected are: Charles Monte, H. D. Freeman, P. J. Bellanca, William Saunders and Mr. McGinnis.

New Account to Gerstenberger Agency

Patterson Displays, Inc., Cleveland, has appointed Gerstenberger Advertising, Inc., of that city, to direct its advertising account. Business papers and direct mail will be used.

Wise Shoes to Biow

Wise Shoes, Inc., New York, operator of shoe stores in the East, has appointed The Biow Company, Inc., New York advertising agency, to direct its advertising account.

Appoints Small, Spencer, Levings & Brewer

The Columbia, Mo., *Tribune* has appointed Small, Spencer, Levings & Brewer, publishers' representative, as its national advertising representative.

TO ONE PROGRESSIVE PUBLISHER

We offer the services of a successful organization, experienced in selling advertising space.

Publishers have also found us to be helpful in assisting in the production of constructive promotion material.

We have business and personal acquaintances with leading national advertisers and agencies in the East and at the proper time will suggest that you investigate us through this source.

For obvious reasons it is desirable to open negotiations with a letter.

ADDRESS "Z," BOX 140, PRINTERS' INK, NEW YORK

The Lumber Dealer's Recommendation

is a powerful factor in the choice of building materials. Builders are slow to use the product he doesn't recommend. His approval can increase your sales. Sell him through his favorite paper—the

American Lumberman

CHICAGO

Est. 1873

A. B. C.

• AVAILABLE • Office Executive •

Graduate of Wharton School of Finance (U.P.), age 30, with 8 years' experience, ranging from Federal Reserve bank to service with national industrial association, available at nominal salary to start, provided salary will be made commensurate with past earnings if he can prove his value. Straight salary now \$4000. Can supervise sales, advertising and promotional work, familiar with every detail of office routine. Now in Philadelphia, but ready to go anywhere.

Address "Y," Box 289
care of Printers' Ink

LETTER FEES

One letter, \$25. Two, \$40. Three, \$50.

Four or more, \$15 each.

Or \$100 a month on a retainer basis.

S. R. STAUFFER

1376 Nicollet Ave. Minneapolis, Minn.

"GIBBONS knows CANADA"

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

COPY WRITER, GOOD VISUALIZER, KNOWLEDGE OF LAYOUT. Printer offers free office space and guarantee for services of free lance man. Box 524, Printers' Ink.

ADVERTISING SALESMAN with office in the Merchandise Mart, Chicago, would like to represent one more trade publication on commission basis. Box 528, Printers' Ink Chicago Office.

WELL-ESTABLISHED CHICAGO REPRESENTATIVE in trade-paper field is now in position to handle one more sound publication. Have fifteen years' experience in merchandising and advertising work. Confidential information exchanged. Box 542, Printers' Ink, Chicago Office.

BECAUSE OF AGE, LONG ESTABLISHED PRINTER with two cylinders, vertical, three platens, composing room, pamphlet bindery, in one of best small cities in New York, desires to gradually retire. Wants experienced practical printer, with proved sales ability, to take interest in planned corporation. Splendid foundation, unlimited possibilities. Not much money, but man of character required. Box 533, Printers' Ink.

EMPLOYMENT SERVICES

General Managers, Sales Managers, Advertising Managers, Comptrollers, Treasurers, other important men have for twelve (12) years engaged us to negotiate new connections. **INDIVIDUAL. CONFIDENTIAL.** Not an employment agency. Jacob Penn, Inc., 535 Fifth Ave. at 44th St. Established 1919.

Specializing in Advertising Personnel

Executives, craftsmen, juniors, secretaries, clerical. Individual attention to all placements by Elizabeth Muncy for 10 years in charge of employment bureau for AAAA.

Muncy Placement Service

CAledonia 5-2611

280 Madison Avenue, New York City

● How To Better Yourself ●

Confidentially consult Walter A. Lowen, formerly with "C & H" and other 44's. Attractive opportunities listed daily. Interviews 9-1 P.M. Vocational Bureau, Inc. 105 W. 40th St., N. Y. C. PEna 6-5389.

HELP WANTED

ADVERTISING SALESMAN

Strictly Commission on proven proposition, good opportunity for high-class man accustomed to making five to eight thousand per annum. Box 545, P. I.

PRINTING AND LITHOGRAPHY

Proprietor of a successful printing and lithography plant, devoting part of his time to other interests, offers one or two salesmen an opportunity to become interested with him in a successful business. If you have been successful in selling printing and lithography and desire to become a principal let us talk it over. Please give details in letter. Box 531, Printers' Ink.

An Old Established Firm of manufacturing chemists, located in the metropolitan area, is interested in procuring the services of a young, energetic man, having had some experience in marketing, to inaugurate a department for handling a proprietary article through drug, department and wholesale outlets, starting in a moderate way in local territory and working up finally to national distribution. Unusual opportunity for man of vigor, ability and foresight. We are offering an opportunity and not a job. Write, giving complete history and education, to Box 523, Printers' Ink.

NEWS CORRESPONDENT—An opportunity with leading trade paper for a young man who has initiative, energy, adaptability, and who can write in terse and interesting manner, to interview successful merchants securing stories of some particular appliance, merchandise or method that makes them stand out among their fellows. Must be able to meet people easily and make friends. Must know how to use camera, so that story and picture will be convincing. Travel in car. Must furnish first-class references regarding character and ability, giving full facts regarding experience, family, nationality; also state expected beginning salary. Box 530, Printers' Ink.

PRODUCTION MAN for New York Agency handling a large volume of printing. It is necessary that he has a good knowledge of engraving, printing and typography. Write fully, stating age, experience, etc., to Box 549, P. I.

ADVERTISING SOLICITOR

Automotive business publication requires trained advertising man for eastern territory. Must have agency contacts and be able to meet and talk with manufacturing executives. Supply complete details, also photograph. Box 525, P. I.

MISCELLANEOUS

"COLLECTING FOR PROFIT," published monthly at 353 South La Brea Avenue, Los Angeles. Tells which old books, magazines, autographs, newspapers, etc., have value—and why. \$2 yearly; single copies, 20 cents.

POSITIONS WANTED

ARTIST—creative, ideas. Lettering, design, figure; all mediums. Snappy layouts, dummies. Reasonable salary. (New York or vicinity.) Write: Box 541, Printers' Ink.

ARTIST, \$30, now making \$60. Desires job in agency or service in New York City. Experienced, Ambitious, and have the goods. From visuals to finished. Knows production. Box 546, P. I.

Advertising Manager—For manufacturer, wholesaler, mail order. 10 years' experience, copy, layout, ideas, merchandising, correspondence. Above average. Moderate salary. Go anywhere. Box 538, P. I.

PATENT MEDICINE MAN

Free lance copy writer with complete ad testing systems for old and new products. Proven successes. Moderate fees. Box 520, Printers' Ink.

Advertising Salesman

Experienced business-paper man desires publication to represent in New York. Box 540, Printers' Ink.

Young woman—with varied advertising experience—expert stenographer—would like to assist busy executive. Box 529, Printers' Ink.

ARTIST—Age 35, eleven years' practical experience. Creative ability and visualizer along modern lines, can also execute finish. Wishes position with agencies or publishers. Layout work preferred. Box 526, Printers' Ink.

DIRECT TO CONSUMER SALES AND ADVERTISING

Experienced organizer and sales manager can sell and train organization to sell; can build advertising and sales letters that get business; successful record; 33, university graduate; now employed. Box 537, P. I.

FORGET your advertising department difficulties with this unusual combination heading it up. Am not only a successful copywriter but can manage a department efficiently. Five years' agency and department experience. Age 29. College graduate. Anxious for connection Chicago area. Box 532, Printers' Ink.

I WANT THE STATE OF OHIO for a product or service of merit. Can satisfy as to ability and experience. Salary or commission with expenses. Box 547, Printers' Ink.

FOOD ADVERTISING—I can develop your Food Pages. 26 years' experience in New York City with leading papers. East Preferred. Joseph D. Seckles, 319 W. Wilson Ave., Glendale, Calif.

Advertising Man—newspaper, magazine, trade-paper, direct-mail, mail-order; knows type, engraving, printing methods; can prepare layout. Optimistic, hustling, good habits. Salary secondary. Box 543, P. I.

SECRETARY CREATIVE

Young lady for busy executive, advertising experience. Recommended for diplomacy, discretion and initiative, handle office detail and mail. Box 536, P. I.

Young Woman Secretary, 27, University and business college training. 4 yrs. teaching high school English, 2 yrs. secretarial experience; exceptional writing ability. Desires to enter advertising—agency, publisher or advertising department. Box 539, P. I.

SECRETARY-BOOKKEEPER

Thoroughly competent young woman available because of discontinuance of auditing department Chicago office. Her experience fits her for confidential bookkeeping and secretarial work. Box 534, Printers' Ink, Chicago Office.

ARTIST AND LETTERER

Young man—able to do first-class portrait work, layouts and sketches in the modern styles—six years' practical lettering experience—would like to connect with some advertiser or agency. Salary no object. Box 533, Printers' Ink.

SALES PROMOTION MAN

Thoroughly experienced in all forms of advertising, especially direct mail work. Able copywriter and exceptional layout man. Creator of selling ideas and successful campaigns. Knows merchandising and printing. Box 548, Printers' Ink.

WOULD WELCOME OPPORTUNITY to continue in advertising business in some capacity. Past year spent as advertising solicitor for daily trade paper. Previous eleven years spent in selling. Married man, age thirty-four. Location New England, preferably Boston. Box 522, Printers' Ink.

An Editor for fighting times! Thoroughly conversant with every phase of editorial activity in the class and trade journal field, I want a publication job that requires concentrated manpower. Thirty years old with a record of editorial achievement. The \$85 salary required is today's most notable exception to the "get just what you pay for" rule. Box 544, Printers' Ink.

ADVERTISING SALESMAN—First class, thoroughly experienced in large national and class magazine and business publication work; successful record; wide acquaintance; seeks permanent sales opportunity. A responsible, steady worker for outside publisher or commercial house needing New York City representative; highest references; letters confidential. Box 527, Printers' Ink.

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AMERICA'S FINEST ENGRAVINGS

are made in the heart of Chicago's advertising domain. Seventy-five advertising agencies are within a radius of three blocks from Collins & Alexander, Inc. — engravers to agencies and advertisers throughout the country. Picture by Heino Wendeler, printed with the kind permission of the Chicago Daily News. Reproduced by Collins & Alexander, Inc., 65 E. South Water Street, Chicago, Ill.

During January, 1931,
the Chicago Tribune carried
270,290 *lines*
of Advertising from
Loop Department Stores
which was 12,462 MORE
lines than any other
Chicago newspaper carried!

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER
